DECEMBER • 1950

ELECTRICAL WHOLESALING

THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION

Seasons Greetings

NEW Leader Fluorescent SUN LAMP is Better 5 Ways . . . Sells Faster!

AT HOME—Wall Mounted in the Kitchen, Bathroom, Bedroom or Playroom

AT WORK—Base-Mounted on Office Desks, in Rest Rooms, Lounges, Conference Rooms

IN "REC" ROOMS—Ceiling-Mounted . . . at Home or at Work . . . Over Ping Pong, Billiard or Card Tables.

● More than twice as efficient for a QUICK TAN (due to use of an Alzak reflector), always COOL to the touch, radiating over WIDE AREAS for all day long ultra-violet ray benefits, REMOVABLE from base for wall or ceiling mounting, and with a RIGHT PRICE, the new Leader Portable Fluorescent Sun Lamp *really sells* . . . as evidenced by orders and reorders from alert merchandisers everywhere.

The reason? The Leader Portable Fluorescent Sun Lamp, developed jointly by Leader Electric and Westinghouse Manufacturing Company, has everything the consumer wants . . . including the new Westinghouse *Fluorescent* Sun Lamp played up so heavily in current Westinghouse lamp publicity.

Soon Leader national advertising in top magazines and newspapers will give added push to the avalanche of Leader sales. For full information about Leader SUN LAMP deliveries, merchandising helps, franchise opportunities, write TODAY!

only $18.95 List

Unexcelled QUICK TAN . . . WIDE AREA Ultra-Violet Ray Benefits . . . Always COOL to Touch . . . PORTABLE . . . PRICED RIGHT

Leader *America's No. 1 Lighting Equipment Manufacturer*

LEADER ELECTRIC COMPANY • 3500 NORTH KEDZIE AVENUE • CHICAGO 18, ILLINOIS
Leader Electric—Western • 800 One Hundredth Avenue • Oakland 3, California
Campbell Leader Ltd. • Brantford, Ontario • Canada

for FUSE ECONOMY... use ECONOMY FUSES

...and CONSERVE *precious Brass and Copper*

"ECONOMY DE-LAY" Renewable Fuses offer you the opportunity to conserve scarce Brass and Copper and at the same time make a real saving in the cost of your Fuse maintenance.

After your first cost of an "ECONOMY DE-LAY" Renewable Fuse, you pay only a few pennies for an "ECONOMY DE-LAY" Renewal Link to restore the Fuse to its original efficiency after a "blow". This is much cheaper in the long run than any other type of Fuse protection you can buy.

The simplicity and unusually fine mechanical construction of "ECONOMY DE-LAY" Renewable Fuses and Renewal Links make replacement quick, easy and inexpensive.

With a reputation for Pioneering and Constant Improvement, ECONOMY has always made its Renewable Fuses and Renewal Fuse Links to meet the maximum of all requirements of "The Standard for Fuses".

Millions of ECONOMY Renewable Fuses have been in service for years, giving low-cost protection to electrical installations. Keep a full stock of "ECONOMY DE-LAY" Renewable Fuses and Renewal Links on hand!

Ask for the ECONOMY Catalog and Price List.

Reg. U. S. Pat. Office

ECONOMY DE-LAY RENEWABLE CARTRIDGE FUSES

Your Electrical Wholesaler has "ECONOMY DE-LAY" Renewable Fuses and Renewal Links in stock.

ECONOMY FUSE AND MFG. CO., 2717 GREENVIEW AVE., CHICAGO 14, ILLINOIS REPRESENTATIVES IN ALL PRINCIPAL CITIES

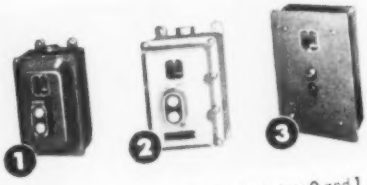
ELECTRICAL WHOLESALERS—This is one of a new series of advertisements in which we are telling your trade—"For FUSE ECONOMY—Use ECONOMY FUSES". How's your stock of "ECONOMY DE-LAY" Renewable Fuses and Renewal Links?

for DEPENDABLE PERFORMANCE!

Square D Manual Motor Starters

More than a million Square D Manual Starters have been put to work during the past twenty years on small machine tools, punch presses, fans, blowers, grinders, buffers, pumps, compressors, and portable electric tools. They've been selected for a lot of good reasons —among them:

Dependability. They're designed to "take it." **Operator Safety.** Cover and "STOP" button can be padlocked. **Convenience.** They're easy to install. **Overload Protection.** Melting alloy overload relays of unit construction provide close, accurate motor protection—"trip-free" mechanism prevents holding motor circuit closed against overload. **Parts Kits** simplify and speed up normal maintenance.



Square D offers manual starters in NEMA sizes **0** and **1** for non-reversing, reversing, or two-speed applications. A variety of enclosures is available. Shown above **1** Water and Dust Tight **2** Hazardous Locations **3** Flush Mounting.

Write for Bulletin 2510W. Address Square D Company, 4041 N. Richards Street, Milwaukee 12, Wisconsin.

SQUARE D COMPANY

DETROIT • MILWAUKEE • LOS ANGELES

SQUARE D COMPANY CANADA LTD., TORONTO • SQUARE D de MEXICO, S.A., MEXICO CITY, D.F.

ABC ABP

ELECTRICAL WHOLESALING

THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION

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COVER: A Christmas present to the city from the New York Port Authority—the world's largest bus terminal, in brilliant holiday attire, opened its doors the day this issue was mailed. Across the street in the McGraw-Hill Building, from every one of its 34 floors, "sidewalk superintendents" watched the opening ceremonies, regretting the ending of their extra curricular activities.

McGRAW-HILL PUBLISHING COMPANY, INC.
PUBLICATION OFFICE, 520 NO. MICHIGAN AVE., CHICAGO 11, ILL.
EDITORIAL AND EXECUTIVE OFFICES, 330 WEST 42nd ST.
NEW YORK 18, N. Y.

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CHANGE OF ADDRESS

Director of Circulation, Electrical Wholesaling
330 West 42nd Street, New York 18, N. Y.

Please change the address of my Electrical Wholesaling subscription.

Name

Old Address

New Address

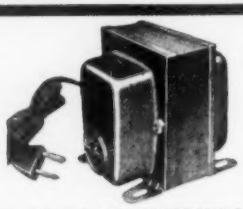
New Company Connection

New Title or Position

You have what *Your Customer Wants* in the ACME ELECTRIC line

Plan now to increase your transformer sales and profits by selling the line that meets the needs of the majority of your customers. Wherever your salesmen call there is a prospect for one or more of the Acme Electric line of transformers. Whether it be an inexpensive bell ringing or chime transformer, machine tool control transformer, replacement of a fluorescent lamp ballast, automatic voltage stabilizer or a bank of three 50 KVA air cooled transformers, Acme Electric can supply a quality product that by performance will satisfy your customer.

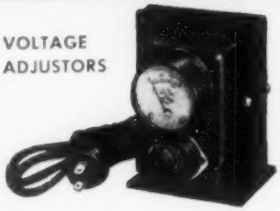
The Acme Electric transformer line can be sold with your full confidence in its performance and the sincere cooperation of the factory to help you get the orders.



STEP DOWN TRANSFORMERS

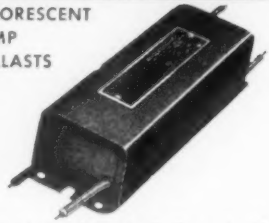
Designed to permit operation of standard 115 volt, 50-60 cycle electrical equipment or appliances from a 200-240 volt source of supply. Available in sizes from 85 watts to 2000 watts.

VOLTAGE ADJUSTORS



For the manual regulation of a high or low voltage condition to the normal voltage required by the electrically operated equipment. Available in sizes from 150 watts to 10 KVA. Write for Bulletin VA 180.

FLUORESCENT LAMP BALLASTS

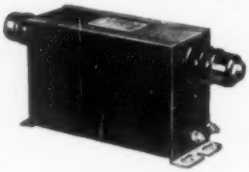


For standard, quick-start, slim-line and cold cathode tubes. Made to provide high performance, quiet, long life service. Write for Bulletin FL 179.

OIL BURNER IGNITION TRANSFORMERS

Heavy duty design for dependable performance. Available in a variety of mounting designs to meet most installations.

LUMINOUS TUBE TRANSFORMERS



Available in a complete range of capacities and voltages in designs suitable for neon signs and cold cathode lighting installations.

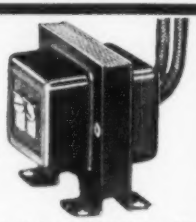
AIR COOLED TRANS-FORMERS

Industrial type in sizes from 1-10 KVA to 50 KVA. Primary voltages of 240-480-600 and 2400 volts. Supplied in Class A and Class B insulation designs. For indoor and outdoor installations. Write for Bulletin.

VOLTAGE STABILIZER

An automatic voltage stabilizer to maintain a constant potential at all times. Practically instantaneous response to voltage fluctuation. No moving parts — no adjustments. Quiet in operation. Engineered for dependable performance.

BELL RINGING, CHIME, SIGNALING TRANS-FORMERS



Designed and built for performance — not price. These inexpensive transformers are built with the same care and of the same quality materials as large air cooled power transformers.

IN ADDITION

to the popular lines of transformers shown, we also manufacture transformers for a wide variety of electronic applications, machine tool control transformers, warp-stop transformers, dry-disc type battery chargers, isolating transformers, voltage regulating transformers, insulation breakdown testers and safety transformers.

ACME ELECTRIC CORPORATION
6712 WATER ST. • CUBA, N. Y.

Acme Electric TRANSFORMERS

NE's New Grounding "Plug-In" Strip

(TYPE CF2-G)

Helps You Sell Grounded Equipment

The easiest and quickest way to provide receptacles for grounded appliances is to install "Plug-In" Strip, Type CF2-G.

- "Plug-In" Strip, an attractive molding trim, is attached *on* the surface—no digging out of walls.
- It provides a s-p-r-e-a-d of outlets every 6" or 18".
- Grounded or ungrounded devices may be connected to the same outlet. *Each* receptacle will take either the new Series 5200 3-blade grounding plug or the standard 2-blade ungrounded plug.
- Does not obsolete ungrounded equipment already in use.
- Provides *two* electrical systems in one.
- Sell Grounding "Plug-In" Strip whenever you sell grounded appliances.

Listed by Underwriters' Laboratories, Inc.

If your customers do not know about Grounding "Plug-In" Strip, write for a supply of our folders. THEY'RE FREE

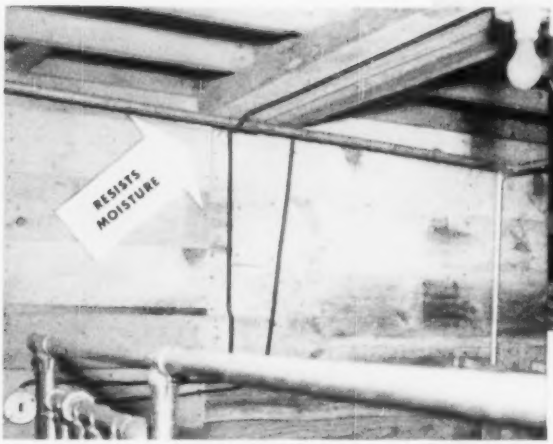
NATIONAL ELECTRIC PRODUCTS NE WIRING SYSTEMS WIRES AND CABLES

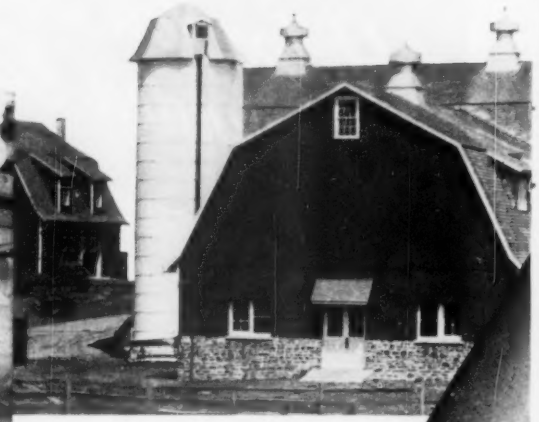
National Electric

PRODUCTS CORPORATION

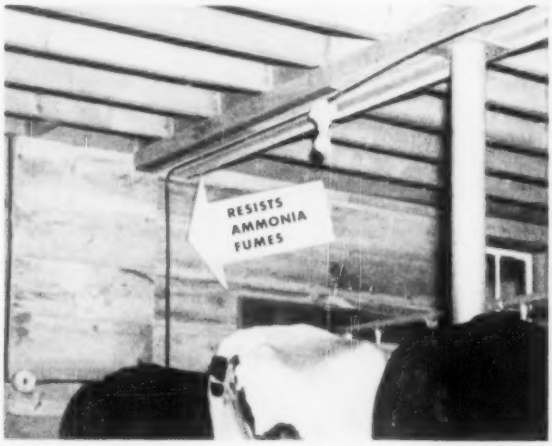
1003 CHAMBER OF COMMERCE BUILDING, PITTSBURGH 19, PA.

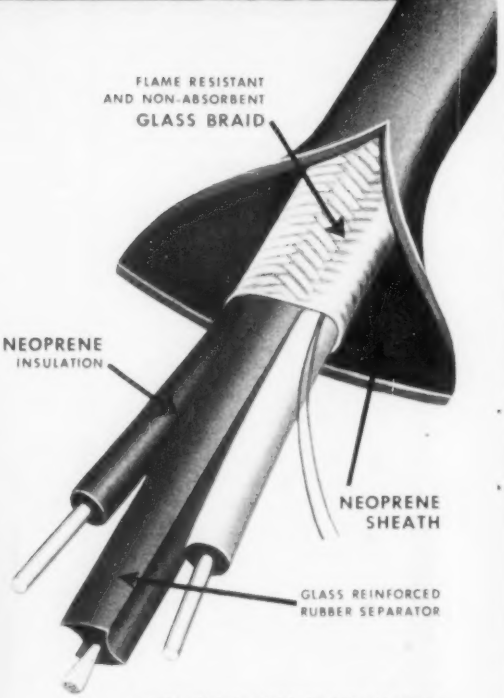
Get *Your* Share of the Farm





These photographs are typical of the way RoBarn is used ... under hazardous conditions ... *safely*. Note the dripping water pipe, the exposure to body moisture and corrosive fumes. RoBarn's Neoprene construction with reinforcing glass braid resists moisture, flame, acids and mechanical injury. It is stronger ... electrically and physically ... than conventional non-metallic sheathed cable. It is a quality product made for safe and dependable service.





UNDERWRITERS' APPROVED FOR 600 VOLTS

Market with Rome RoBarn

THE ORIGINAL AND SUPERIOR NEOPRENE NON-METALLIC SHEATHED CABLE

Rural electrification and farm wiring are at an all-time high. That means a *really big* market for new wiring and rewiring jobs. You can get your share of this business if you sell a safe, durable cable . . . RoBarn.

It's easy to sell farmers the advantages of wiring with RoBarn. Its unusually high resistance to flame, moisture, ammonia fumes, uric acid and physical abuse reduces shock and fire hazards. That means lower insurance risks, greater safety and protection from loss for the farmer. RoBarn cannot mold, rot or oxidize. Its long life eliminates expensive rewiring.

The high quality of RoBarn is attested to by its approval and acceptance in the country's largest farming area . . . by millions of feet now operating safely. Further, RoBarn carries Underwriters' approval as non-metallic sheathed cable, having "adequate fungus resistance and other necessary properties for use in cow barns and *other locations where it would be subject to conditions of heat, cold, moisture, corrosive fumes and fungus.*" RoBarn, therefore, is the superior wiring material for many general purpose applications where conditions are hazardous.

Send for the RoBarn folder and see why it is the cable you can sell easily and with confidence.

TO HELP YOU SELL

The new RoBarn individual roll carton gives your customers a convenient and attractive package that makes work easier. And, when they see the clearly marked carton on your shelf, they know it is the original and superior Neoprene non-metallic sheathed cable.

Cut Inventories with Rome Dual-Purpose Type RW or Type RH Building Wire

Rome "Dual-Purpose" Building Wire is Underwriters approved for use as either Type RW at 60° C. in wet locations, or Type RH at 75° C. in dry locations, with current carrying capacities as permitted under NEC. Uniformly small in diameter, easy to strip and pull, Rome "Dual-Purpose" Building Wire reduces inventories for wholesaler and contractor alike . . . a single wire suitable for use as Type RW or Type RH. Look for the name "Rome" and the "Dual-Purpose" marking printed on the surface.

It Costs Less To Buy The Best

ROME CABLE
Corporation
ROME • NEW YORK
From Bar to Finished Wire

ROME CABLE ROME, N.Y.

FEDERAL'S FIRST!

and here are the reasons why!

IN LESS THAN TWO YEARS Federal Noark has brought electrical wholesalers the fastest-moving line of new developments ever achieved in low voltage distribution equipment. Fully a dozen times in that period Federal has given you *new* opportunities to sell equipment that increases your profits, assures outstanding advantages and values for your customers, and often enables you to carry much smaller inventories.

It's a big point with your customers, too, that many of these new developments simplify their wiring jobs and cut down installed costs. And Federal Noark's manufacturing precision and quality control always assure devices of maximum dependability, efficiency and service life.

It will pay you to get acquainted with the complete lines of Federal Noark equipment as soon as possible. Federal leadership in developing new and greatly superior products is winning more business and profits for wholesalers everywhere.

FOR EXAMPLE, LOOK AT THESE NEW FEDERAL NOARK PANELBOARD FEATURES!

GET OVER-THE-COUNTER PANELBOARD BUSINESS

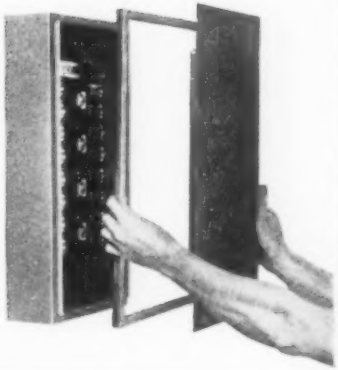
The new Flexunit line of Plug-In Distribution Panelboards enables Federal Noark distributors to supply complete panelboards from stock. Units for any desired combination of fusible switches can be assembled in a few minutes. The necessary standard parts are so few that you can always have them in stock and make immediate panelboard deliveries. The former delay caused by waiting for factory assemblies is abolished by Federal Flexunit Panelboards. Let them bring you profitable over-the-counter panelboard business.

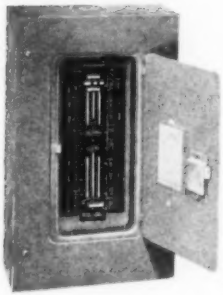
All essential elements of the new Federal Flexunit have proved their outstanding merit through many years of service. The plug-in stabs are a highly practical feature of both Federal Noark Bus Duct and Control Center plug-in units. The Wunlack Pull Switch units are known and accepted as standard, everywhere.

UNIQUE, NEW ENCLOSURE INCREASES PROFITS

Now the whole Federal Noark line of NTPS Panelboards comes in the handy "combination" enclosures for either flush or surface mounting. There's no longer any need to stock the two different enclosure types. "Combination" enclosures are shipped from the factory ready for surface installation. For conversion, the picture-type frame is discarded—and the NTPS is ready for a remarkably neat flush-mounting job. Increase your turnover . . . boost your profits with the new "combination" NTPS enclosures.

Federal Noark brings you 16- and 20-circuit NTPS panelboards at exceptionally low prices. The new NTPS-316 and NTPS-320 have the same sturdy, compact, dependable construction that has made NTPS today's most popular line of fuseless switch panelboards.





CIRCUIT BREAKER PANELBOARDS
at fuse box prices

From a choice of only two Stab-lok Panelboard Enclosures and 15, 20, 30, 40, and 50 amp. Circuit Breakers, either single pole or simultaneous trip double pole, you can now meet any single phase panelboard specification up to 20 circuits, in a few seconds. The remarkable new Stab-lok System is extremely flexible and far easier to sell than any other . . . enclosures are the exclusive Federal "combination" type . . . breakers are the self-locking, plug-in Stab-lok design.

The exclusive new STAB-LOK Circuit Breaker has an improved cooperative thermal-magnetic trip action. Harmless momentary current surges—as when a motor starts—are permitted to pass, but the circuit is broken at once when there are shorts or dangerous overloads.

SEND FOR A COPY OF OUR NEW PRODUCTS BULLETIN

FEDERAL ELECTRIC PRODUCTS COMPANY, 50 PARIS ST., NEWARK 5, NEW JERSEY

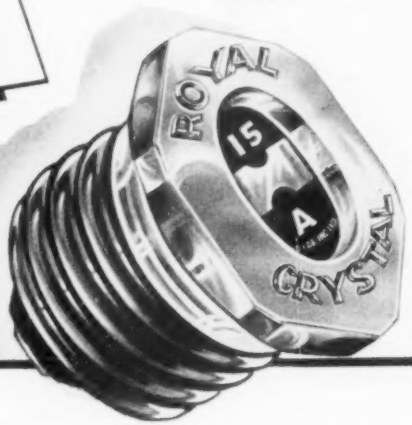
FEDERAL NOARK

PANELBOARDS

Complete line of Federal Electric Products includes Motor Controls, Safety Switches, Service Equipment, Circuit Breakers, Panelboards, Switchboards, Control Centers, Bus Duct ★ Sales Offices in principal cities.

ROYAL *Quality* FUSES

Guaranteed by Good Housekeeping



ROYAL *"Crystal"*

THE *Original* GLASS-TOP FUSE

. . . and LEADER ever since!

ROYAL-NOARK *Renewable* CARTRIDGE FUSES

Never before a renewable fuse so easy to renew

. . . . so easy to assemble!

ROYAL-NOARK *Non-Renewable* CARTRIDGE FUSES

5 ways better . . . . on the INSIDE . . . .

where it counts!

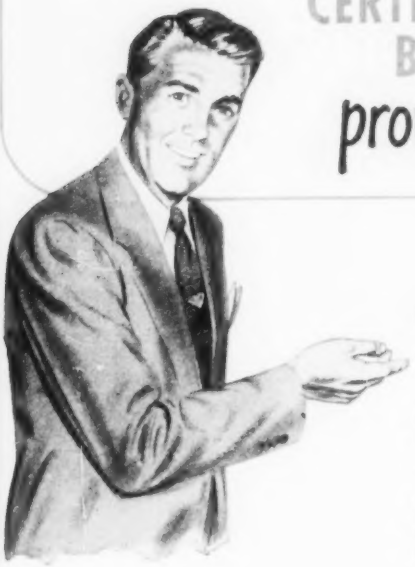
ROYAL
ELECTRIC COMPANY, Inc.
PAWTUCKET • RHODE ISLAND

WRITE FOR CATALOGS

Quality PLUG FUSES • CARTRIDGE FUSES
FUSTATS • WIRE • CORD SETS • TROUBLE LITES
DECORATIVE CHRISTMAS LIGHTING

BLACKBURN
Hi-Strength
TERMINAL LUGS
YOUR BEST BUY-
5 REASONS WHY!
LISTED UNDER
REEXAMINATION SERVICE
UL
UNDERWRITERS' LABORATORIES, INC.
Highest quality in the lowest price range.
Good profit margin.
Few sizes to stock—6 lugs cover a wire range from No. 14 to 1000 MCM.
Outstanding sales features—easier to sell.
Backed by national advertising and promotion.
Jasper Blackburn Corp.
35 MADISON STREET • ST. LOUIS 6, MO.
Phone CEntral 3007
Mail Coupon for Sample and Full Details
Send me sample and further information on BLACKBURN Hi-Strength Terminal Lugs:
Wire Size
Your Name
Company
City & State
EWH
Mail to Jasper Blackburn Corp., 35 Madison St., St. Louis 6, Mo.

I like the added protection CERTIFIED BALLASTS provide!



PROTECT YOURSELF WITH . . .

CERTIFIED BALLASTS

CERTIFIED BALLASTS usually outlast the life of a fluorescent lighting installation.

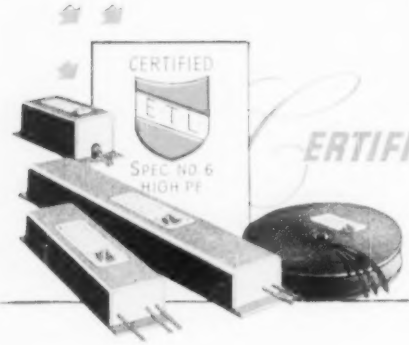
This assures customer satisfaction . . . protects you against complaints and costly replacements.

CERTIFIED BALLASTS have long, satisfactory life, assure rated light output and full lamp life because they are made to exacting specifications, then tested and checked by Electrical Testing Laboratories, Inc., an impartial authority.

You're protected when the fixtures you sell or install are equipped with **CERTIFIED BALLASTS!**

Complete information on the types of **CERTIFIED BALLASTS** available from each participating manufacturer may be obtained from Electrical Testing Laboratories, Inc., East End Avenue at 79th Street, New York, New York.

Participation in the CERTIFIED BALLAST program is open to any manufacturer who complies with the requirements of CERTIFIED BALLAST MANUFACTURERS.



CERTIFIED BALLAST MANUFACTURERS

Makers of Certified Ballasts for Fluorescent Lighting

2116 KEITH BLDG., CLEVELAND 15, OHIO

CRESCENT ENDURITE

DUAL PURPOSE WIRE & CABLE

Listed by Underwriters' Laboratories as

TYPE RH–75° C
OR
TYPE RW–60° C

In DRY locations **ENDURITE insulated wire and cable with its superior heat-resisting characteristics, is rated as a Type RH with higher permissible operating temperature and consequently greater carrying capacity.**

In Wet locations **this same wire with its excellent moisture-resisting qualities is rated as a Type RW.**

Except where voltage drop is the determining factor, CRESCENT ENDURITE when used as a Type RH allows the use of a smaller size of cable and in many cases smaller size of conduit at less cost than would be required for Type R or Types T or TW for the same load.

Usually in sizes No. 6 A.W.G. and heavier for power circuits and No. 1 A.W.G. and heavier for lighting circuits CRESCENT ENDURITE as TYPE RH will give the lowest cost per ampere of useful circuit capacity.

For branch circuits requiring small size conductors, Voltage Drop is the determining factor in the choice of conductor size.

There is also a definite advantage to you in the REDUCTION OF STOCKS as this one wire will meet all your building wire requirements for both the usual dry location and the occasional wet location.

Send for Bulletin giving Comparative Current-Carrying Information

CRESCENT INSULATED WIRE & CABLE CO.
Trenton, New Jersey, U. S. A.

FA POWER PLUGIN

The Midget Size Busduct, Now Available For Three Phase, Four Wire Service

FA Power Plugin the midget size Busduct is the answer to today's demand for greater plant production efficiency. Available now for 4 wire 3 phase service, 3 wire 3 phase service and 2 wire, single phase. FA Power Plugin provides convenient plugin outlets all along the line, permitting machines to be moved in and out of production lines without slowing down or delaying operations.

FA Power Plugin provides 50 amp., main feeder capacity for 1/2 to 3 H.P. 240 volt motors, AC or DC, with conventional type fuses, and 7 1/2 H.P. maximum with dual element fuses. In its new design FA Power Plugin also provides 208 volts single phase or three phase for power to motors, and 120 volts for light where individual illumination on machines is desirable. It also provides 120 volts for small pump motors on return lubrication systems.

Underwriters' Laboratories approved, FA Power Plugin is only 5 1/2 inches wide and 2 inches deep in size. It is available in 5- and 10-foot sections with plug-in outlets every 20 inches; additional outlets on special order. Special lengths are also available for application on production benches and machines.

For further information on this new, convenient, flexible and efficient system of power distribution contact your nearest FA representative (he's listed in Sweet's) or write for Bulletin No. 704.

Frank Adam Electric Co.

ST. LOUIS 13, MISSOURI

Makers of BUSDUCT • PANELBOARDS • SWITCHBOARDS • SERVICE EQUIPMENT • SAFETY SWITCHES • LOAD CENTERS • QUIKHETER

ARE YOU MISSING A TRICK?

TELL YOUR CUSTOMERS

THE GROUNDING WEDGE

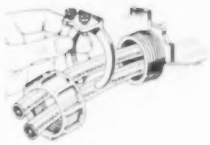
THE INSULINER SLEEVE

STORY

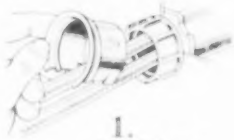
In certain locations the use of Insulated Outlets or Continuous Ground is required by the Code. With a supply of T&B Insuliners and T&B Grounding Wedges, along with your regular Conduit Bushings, you are always ready at a moment's notice to make an approved Insulated or Grounded installation—the quick, easy, economical way. And you don't have to duplicate or triplicate your investment in special purpose bushings.

Patented T&B Insuliner Sleeves and UL approved Grounding Wedges are designed for one purpose: to make your insulating and grounding work simple—at greatly reduced cost.

Ideal for new work; the only practical solution for old installations.



1.
SLIP GROUNDING WEDGE OVER WIRES BEHIND BUSHING, AGAINST BOX WALL



1.
SLIP INSULINER OVER WIRES

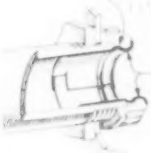
LOWEST INSTALLED COST

GROUNDING WEDGES
AND
INSULINERS
FOR EVERY CONDUIT SIZE
½" THROUGH 6"

2.
TIGHTEN BUSHING AND BONDING SCREW

2.
SQUEEZE TOGETHER—INSERT IN BUSHING AND—

3. SNAP



YOU HAVE AN INSULATED BUSHING

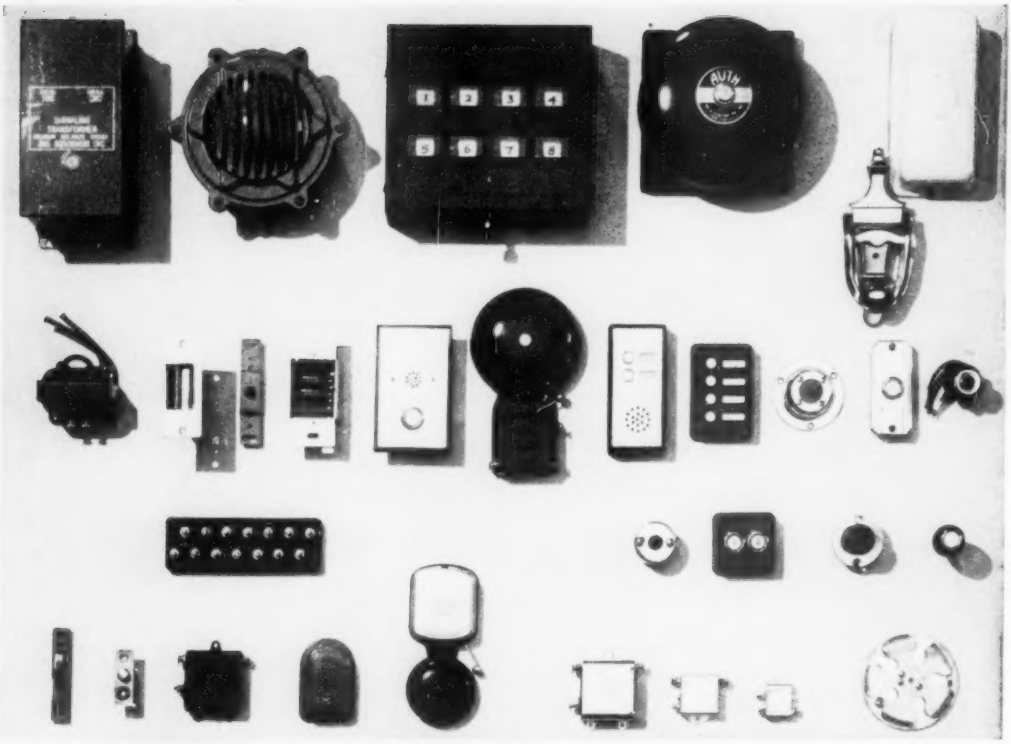
UL

T&B ENGINEERED

THE THOMAS & BETTS CO.
INCORPORATED
ELIZABETH 1, NEW JERSEY

Clip this corner to your letterhead. We'll send you a sample Insuliner and Grounding Wedge.

IN STOCK AT YOUR LOCAL T&B DISTRIBUTOR



A COMPLETE Source for Signaling, Communication and Protective Equipment

You save time, temper and money by eliminating purchasing, delivery, transportation and inventory headaches – and you give your customers faster, more complete service – when you can get a complete line of signaling, communication and protective devices and equipment from one reliable source. Auth is such a reliable central source, and has been since 1892. Over 58 years the word of *AUTH*ority for tested equipment, designed for long, trouble-free service.

Write today for new catalog describing the whole Auth Line.

- AUDIBLE SIGNALS
  Bells, Buzzers, Chimes (Non-Electric), Sirens, Horns
- ANNUNCIATORS
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- BURGLAR ALARM DEVICES
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MANUFACTURERS OF

Electrical Signaling, Communication and Protective Equipment for Housing, Hospitals, Schools, Offices, Ships and Industry.

SINCE 1892

AUTH ELECTRIC COMPANY, INC.

34-20 45TH ST., LONG ISLAND CITY 1, NEW YORK

Who are You?
Contractor?
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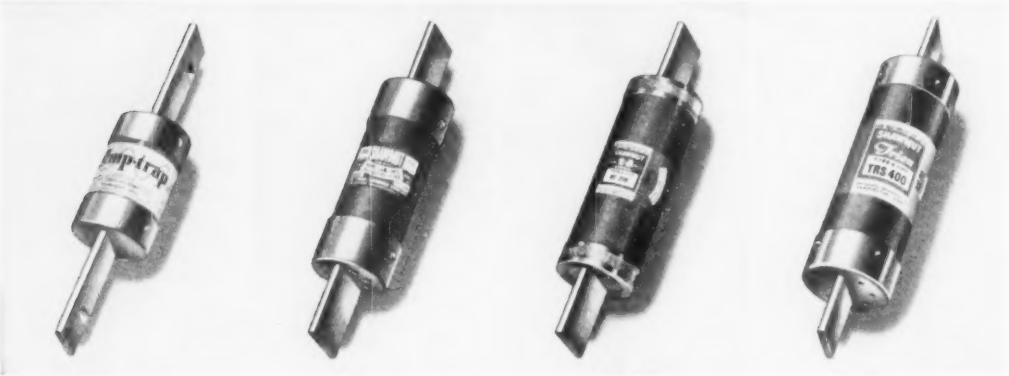
Dealer?
Wholesaler?
Whatever your particular interest in steel switch and outlet boxes, you know the *Quality* that makes Raco products unfailingly dependable, the *Completeness* of the Raco line for all commercial and home wiring jobs. Add to these the *Approval* by Underwriters Laboratories, Inc., and you have all the assurance you need that Raco is right. All of this is the result of policy—a disciplined resolve to make Raco products the top line in the market.
You can always rely on RACO
RACO
ALL-STEEL PRODUCTS
ALL-STEEL EQUIPMENT Inc.—800 Kensington Ave., Aurora, Illinois
"A BOX FOR EVERY NEED"

MICRO SECONDS TO HOURS...

DC or AC . . . up to 200,000 amperes interrupting capacity!

Who else or what else can offer this scope of CIRCUIT-MATCHED electrical protection for circuits 600 volts or less?

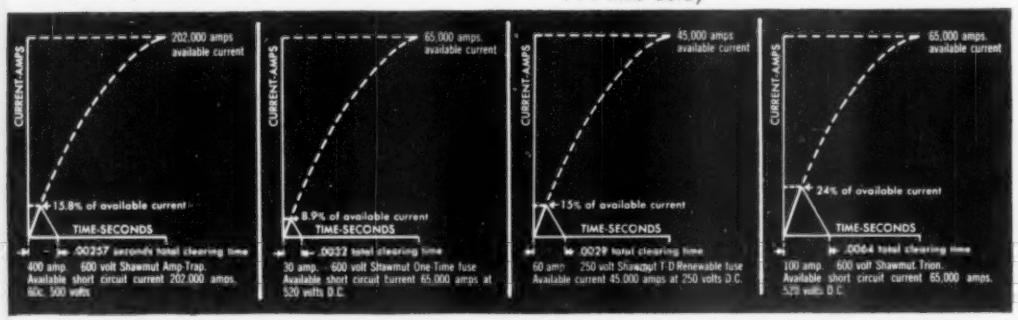


Amp-trap . . . *super fast*

ONE O-T TIME . . . *fast*

One t-d *Time Delay* *Renewable* . . . *time delay*

Trion . . . *super time delay*



Amp-Trap current limiter — 1 to 4000 amps.

Protects: Branch circuits, feeders, cables, bus ducts, against very heavy short circuits up to 200,000 amps interrupting capacity.

SEND FOR AMP-TRAP BULLETIN

One O-T Time — non-renewable — 1 to 600 amps.

Protects: Branch circuits and feeders against overload and moderate short circuits.

SEND FOR BULLETINS 501 and 502.

Time t-d Delay — renewable — 1 to 600 amps.

Protects: Branch circuits and feeders against overload and moderate short circuits. Has built-in time delay on overload.

SEND FOR BULLETIN 500.

Trion — dual element — 1 to 600 amps.

Protects: Branch circuits, feeders and motors against overload, overheating, single phasing and heavy short circuits.

SEND FOR BULLETIN 506.

THE CHASE-SHAWMUT COMPANY

372 MERRIMAC ST., NEWBURYPORT, MASSACHUSETTS

SHAWMUT CIRCUIT-MATCHED FUSES

Insure more accurately engineered protection for any circuit

The most complete line of circuit protection devices

BE SURE YOU'RE PREPARED TO CASH IN ON THE DEMAND STEADILY BEING BUILT FOR THESE ADVANCED-DESIGN PRODUCTS! WRITE NOW!

Amp-trap · Trion · t-d · C-O-T · Trionet · ONE O-T TIME · FUSE WIRE

Nothing could be Easier

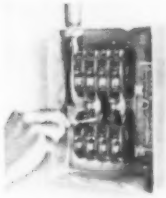
Murray Circuit-Protectors are EASY TO INSTALL

Each breaker is fully magnetic — never needs "derating." No thermal unit — never tripped falsely by heat. Safe—Convenient—Economical. Approved for use as service equipment.

FOUR SIMPLE STEPS

1

Mount box. If additional breakers are needed, simply snap in under spring clips.

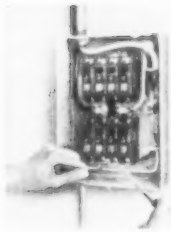


2

Insert screws in top and bottom terminals of each breaker.

3

Connect up mains to solderless terminals and neutral.



4

Connect up branch circuits to breakers and neutral. Snap on cover and the job is done.

The Murray Circuit Protector Load Center, like all Murray products, is designed for simple, easy installation and wiring. Knock-outs are quickly punched clean. The box has plenty of working space inside. Bussing is placed just right for accessibility. Solderless connectors tighten up on the wires in a matter of seconds.

IF YOU WANT TO INSTALL THE BEST
...SPECIFY *Murray*

Murray

MURRAY MANUFACTURING CORPORATION
1250 ATLANTIC AVENUE • BROOKLYN 16, NEW YORK

Write for new descriptive folder

PROMOTED

to first place!

DIRECT MAIL

ADVERTISING

TRADE SHOW EXHIBITS

POINT OF SALE

All connector problems answered. Lists code and technical wiring data. Mailed in bulk to Burndy Stocking Distributors with distributor's name imprinted.

56 PAGE POCKET CATALOG

servit

Nation's most popular split-bolt service connector.

versitap

Makes tee, tap, cross, parallel or end connections.

More and more wholesalers are promoting Burndy Connectors to first place in their connector stock! That's because Burndy Connectors are first in contractor acceptance, and first in promotion-advertising to your trade, direct mail, point of sale displays, new pocket catalog, trade show exhibits.

This promotion is well deserved because every connector in the complete Burndy line is *engineered* to win the loyal patronage of your customers.

When you stock and promote Burndy Connectors you're promoting business for *yourself* because of Burndy's exclusive, selective distribution policy.

qiklug

Sturdy construction. 1 nut to tighten—1 minute to install.

scrulug

Low cost indoor terminal. Ideal for service switch and block connections.

It pays to Connect with **BURNDY**

New York 54, N. Y.

Burndy Canada Ltd., Toronto 8, Ontario; Western Branch: Vernon 58, Cal.

You can do a *lot*

with a *little*

GOLD SEAL TAPE

Are you fully awake to the profit possibilities in Gold Seal Tape? The repeat business you can count on with the favorite tape of linemen and electricians? The *new* business you can expect from satisfied customers, giving you faster turnover on *all* your stock?

Remember that Gold Seal makes a tighter, longer-lasting bond—not just on the job, but between distributor and the trade. That's why it's the favorite of the wholesaler as well as his customers. Gold Seal Tape builds goodwill which can be turned into higher unit sales and extra profits. In single rolls and 10-roll cartons. Jenkins Bros., (Rubber Division), 100 Park Ave., New York 17, N. Y.

Jenkins Bros. also makes Diamond Seal Friction and Rubber Tapes which meet both ASTM and Federal Specifications.

JENKINS

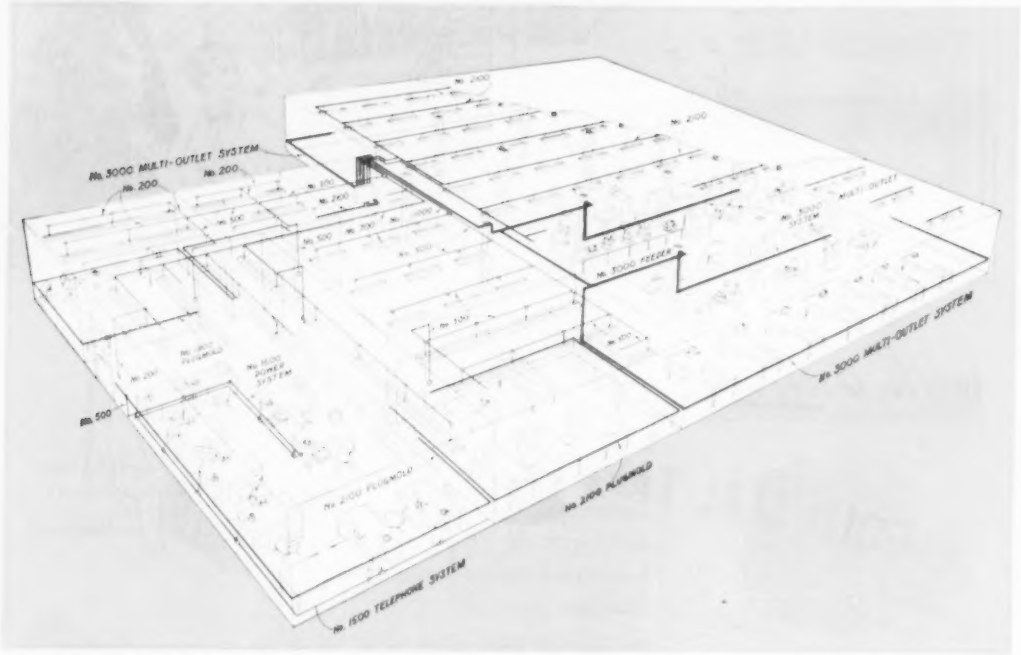
Gold Seal Tape

FRICTION and RUBBER TAPES

MADE BY JENKINS BROS. . . . MAKERS OF FAMOUS JENKINS VALVES

ON ANY JOB..

LARGE or SMALL . . . . . SIMPLE or COMPLEX



SEE HOW EASILY YOU CAN

WIREMOLD *it*

As this layout shows, just about any kind of a wiring problem can be solved by the man who "knows his Wiremold."

Whether it is original installation, modernization, relocation or extension, the nine basic Wiremold Systems and their well designed fittings enable you to do the job fast and do it right . . . with no muss, no fuss and complete satisfaction to the customer.

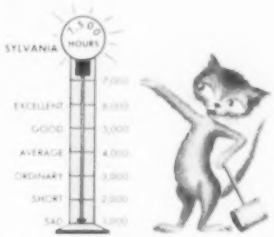
Write for your Wiremold Wiring Guide if you do not already count this book "the handiest tool in your kit."

THE WIREMOLD COMPANY
HARTFORD 10, CONNECTICUT

Curious About Fluorescent Tubes?
...Try Sylvania for "EXTRA LIFE"

RESULTS OF 2-YEAR TEST PROVED SYLVANIA BEST

Results of 2-year test of the most popular Sylvania tubes and those of other large manufacturers proved that the new Sylvania Fluorescent Tubes averaged 7500 hours.



In terms of longevity, this means that these Sylvania Tubes offered an "Extra Life" of 2500 to 3000 hours. This is equivalent to an entire extra year in offices and factories . . . two extra years in schools.

BRIGHTNESS MAINTAINED THROUGHOUT LIFE

In addition to long life, Sylvania Fluorescent Tubes maintained a remarkably high lumen out-put (brightness). Even at 7500 hours the Sylvania tubes under test were still extremely high in brightness and efficiency.

Naturally, test conditions for all tubes were identical. Continuing tests show no deviation from the original findings.

SAVE WITH SYLVANIA

Figure how much Sylvania's long life means in dollars saved through fewer replacements and lower labor costs and you have the reason why scores of schools, offices, stores and factories are switching to Sylvania Fluorescent Tubes.

The coupon brings you full information about the full line of Sylvania Fluorescent Tubes. Mail it today!

We challenge you to try Sylvania Tubes —and see the difference

See Sylvania's "Beat the Clock" on CBS-TV.

Sylvania Electric Products Inc.
Dept. L-2512, 1740 Broadway
New York 19, N. Y.

Please send me complete information about the life and brightness of Sylvania Fluorescent Tubes.

Name _____

Company _____

Street _____

City _____ Zone _____ State _____

In Canada address Sylvania Electric (Canada) Ltd., Montreal, P. Q., Canada.

SYLVANIA ELECTRIC

FLUORESCENT TUBES · FIXTURES · SIGN TUBING · WIRING DEVICES · LIGHT BULBS · RADIO TUBES · TELEVISION PICTURE TUBES · ELECTRONIC PRODUCTS · ELECTRONIC TEST EQUIPMENT · PHOTOLAMPS · TELEVISION SETS

ADVANCE BALLASTS

You can say more
but nothing can mean more in quality.
Priced to meet the challenge
in today's market.

ADVANCE TRANSFORMER CO.

The Best Ballast Buy

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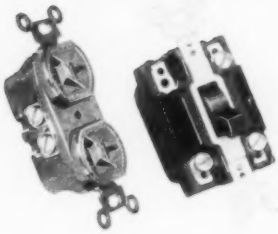
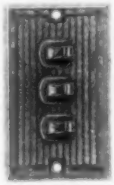
CABLE ADDRESS: ADTRANS

OTHER PROFIT ITEMS FOR YOUR BUSINESS



BACKWIRED or conventional wired Switches and Receptacles. Latest designs for easy installation.



INTERCHANGEABLE LINE. For compact, practical installation of multiple-wiring devices in combinations of 2 or 3, on the job. Adds to appearance, saves material.

SAFETY OUTLETS. Polarized range plug and outlet. Ground blade longer, always polarized. It's good business to stock a complete assortment.

OUTDOOR RECEPTACLES. Keep moisture and dampness out, bring customers in. Dependable protection, snug covers. May be ganged in one and two gang units.

ARROW
WIRING DEVICES

A BIG Profit Line for YOU

Here's Why

Contractors and architects report that today's construction calls for **more wiring devices per foot of wall space than ever before!** This trend toward more complete facilities means **bigger wiring device profits** for you — especially when you promote the complete Arrow line. You can meet any and all specifications when you stock these smart, modern, dependable devices. Be prepared. Check your stocks against our complete line now. And beginning today, talk Arrow wiring devices to your customers — push 'em — and watch 'em pay off.

Here's how we help you. Through a series of messages like these, we are reminding architects and contractors about the important part wiring devices play in sound, well-planned construction.

Branch Offices: Boston, Chicago, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Syracuse

In Canada: Arrow-Hart & Hegeman (Canada) Ltd., Mt. Dennis, Toronto

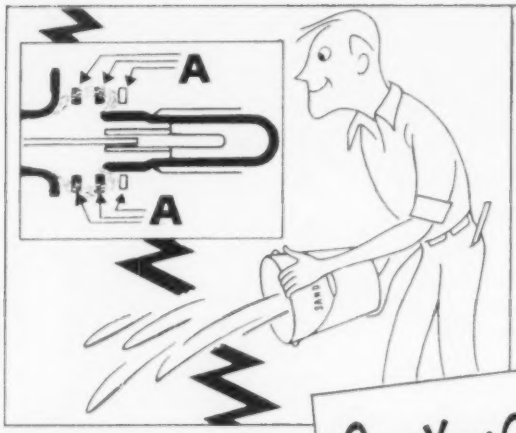
For more information, write today to, 1612 Laurel Street, Hartford 6, Conn.

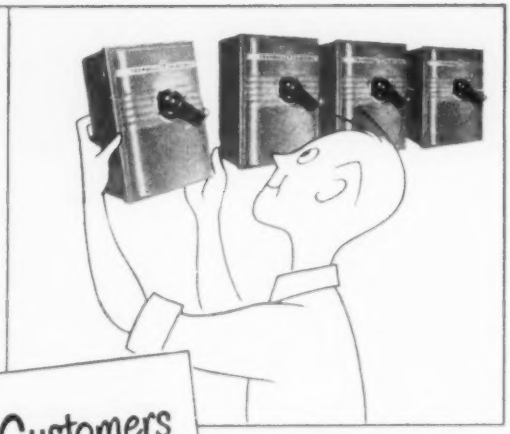
QUALITY MADE — PROMOTED TO YOUR TRADE

ARROW ELECTRIC DIVISION

WIRING DEVICES · ENCLOSED SWITCHES

THE ARROW-HART & HEGEMAN ELECTRIC COMPANY
HARTFORD, CONNECTICUT





Give Your Customers Safe Load Breaking

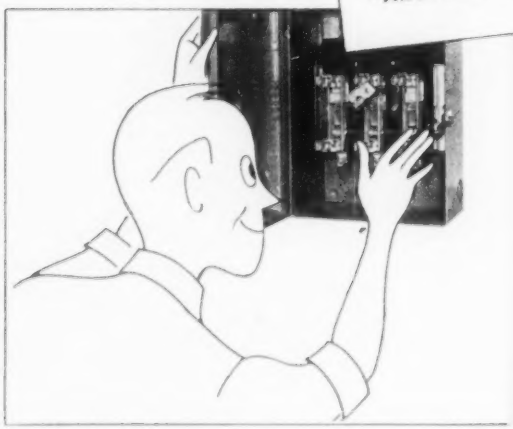
WITH TRUMBULL'S UNIQUE "ARC-QUENCHING ACTION"

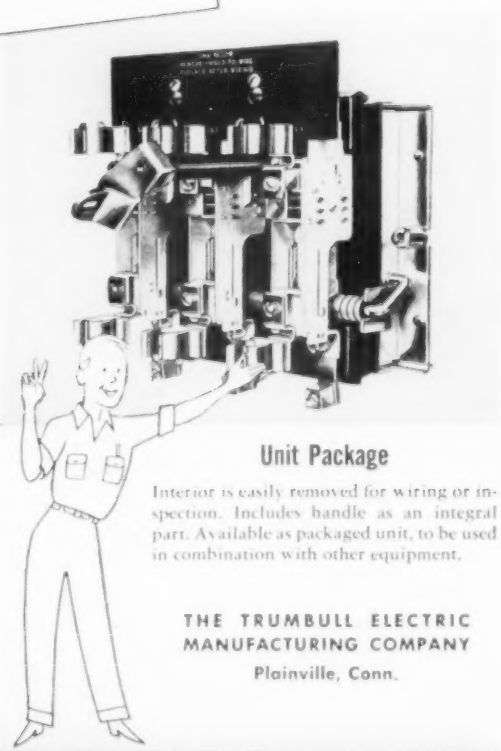
First Time in a Safety Switch!

Trumbull's HCI Type A Safety Switch uses magnetic repulsion to break heavy loads quickly, safely. Arcs repel each other . . . break against grid pins (A) . . . quickly cool. No pitting means longer contact life.

It's Easy to Install

Front fusing permits small box, yet leaves ample room for wiring. Front operation permits close ganging. Interior removable for wiring ease. No exposed live parts when switch is OFF and door is open.





No Dead Center

Roller-cam action—multiplying linkage design with powerful spring—throws switch to *full* OFF and ON. HCI withstands heavy short circuits without damage. 30, 60, 100 ampere sizes. Request Bulletin HC-10.

Unit Package

Interior is easily removed for wiring or inspection. Includes handle as an integral part. Available as packaged unit, to be used in combination with other equipment.

TRUMBULL (T) ELECTRIC

THE TRUMBULL ELECTRIC MANUFACTURING COMPANY
Plainville, Conn.

TRUMBULL'S TRAIN OF NEW PRODUCTS

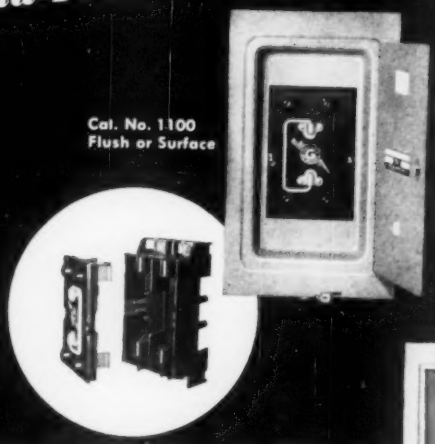
RESOLVED!

CONDUIT PIPE PRODUCTS CO., *of* **COLUMBUS, OHIO**

PIPE COUPLINGS • PIPE NIPPLES • ELBOWS, RIGID & E.M.T.
RUNNING THREAD • GOOSENECKS • WALL PLATES

The latest addition to General's complete line of Pullout Switches

100 AMP. PULLOUT SWITCH
—Dead-Front Construction—



Cat. No. 1100
Flush or Surface

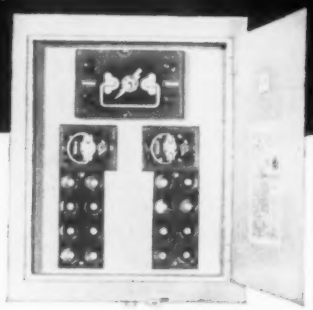
General's 100 Amp. fusible pullout switch is modern in design, attractive in appearance and sturdily constructed of top-quality materials for long dependable service—ideal as an over-all main disconnect switch.

The head and base are integrally constructed of bakelite with heavy wall sections to withstand repeated stresses without cracking. The pullout head fits neatly into the base, making positive electrical contact with a minimum of effort. ON and OFF markings permit foolproof identification of switch position.

Available in flush or surface mounting. The surface type is fitted with single fastening screw and sealable spring latch. Adequate knockouts, abundant wiring room—finished in durable gray baked enamel and packaged one to a carton.

Dead-front construction for greater safety and costs no more than externally operated switches.

Get in touch with our district sales representative or send your order directly to the factory—learn for yourself why *"The Switch is to* "General."



Cat. No. 1163-16
1166-16

The 100 Amp. over-all main disconnect switch will also be available in combination with 12 or 16 single plug fused branch circuits and two pullout branch switches (30 or 60 Amp.) for Range and Clothes Dryer, Water Heater or similar applications.

•

Ask our sales representative or write for Catalog Supplement 1951 and Issue Price List 0-3000.

General Switch Corp.

49 Roebling Street Brooklyn 11, N. Y.

One of the leading Manufacturers of:

SERVICE EQUIPMENT . . .
Pullout, Front Operated Toggle and Side Operated types. Indoor—surface or flush, and Outdoor.

ENCLOSED SAFETY SWITCHES . .
30 through 1200 Amps., 250 V and 600 V Type A, C and D. Indoor and outdoor. HP rated.

BRANCH—CIRCUIT PANELS

SALES OFFICES IN EVERY MAJOR CITY

104 EXTRA BULB SALES IN 10 DAYS WITH NEW 50-GA'S

Sales test demonstrates tremendous appeal of new General Electric lamp that's designed expressly for ceiling fixtures!

FROM store after store, reports have poured in that the new General Electric 50-GA lamp is one of the hottest-selling lamp bulbs on the market.

In a neighborhood store using a window display of 50-GA bulbs like the one shown above, total lamp sales during a ten-day period amounted to nearly *triple* the normal sales volume! By tying-in his display with General Electric magazine and radio advertising, this dealer sold 104 of the new 50-GA bulbs—$41.60 worth.

And sales of other G-E lamp bulbs went up too, resulting in a total G-E lamp volume of $91.82 for the 10-day test period! Not only had the 50-GA netted a big volume of *extra* sales; it also helped stimulate the sale of other General Electric lamps!

Specially designed for ceiling fixtures, the new bulb gives an indirect-lighting effect, beautifies fixtures and surroundings, too. There's a market of 100,000,000 sockets for the 50-GA, and continuous General Electric advertising will help your dealers make the most of it. You can get *your* share of extra profits by telling your dealers to feature 50-GA's in their store displays. Stock them now!

GENERAL ELECTRIC

UNION METAL POLES

LUMINAIRES by Pemco

AN UNBEATABLE COMBINATION FOR YOUR COMPLETE STREET LIGHTING INSTALLATION

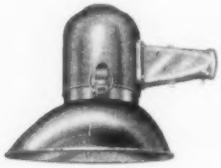
Shadowy corners where danger lurks or . . .
A feeling of safety and security

No business after dark or . . .
A busy shopping center

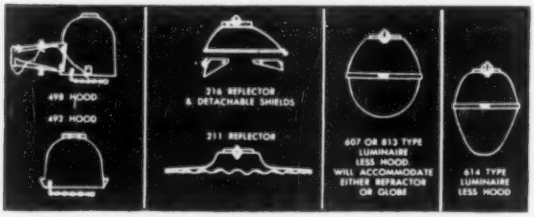
Gloomy streets avoided by motorists or . . .
Traffic flowing easily by

Modern lighting makes the difference. Pemco Luminaires, backed by 68 years of Street Lighting manufacturing and "know-how," will literally transform your town or city. We recommend that Pemco Luminaires be mounted on Union Metal tapered steel round or octaflute standards . . . ruggedly constructed to give a lifetime of service. Easy to install . . . require little maintenance.

Pemco 602 type Luminaire. Wet Process Porcelain Insulator, exterior binding posts, alzak reflector. Refractor or Globe.



Pemco 306 type Luminaire. Side entrance aluminum hood, asymmetric reflector.



Low-cost upkeep and replacement is paramount in modern Street Lighting practice. Interchangeable parts not only lessen the need for warehousing large stocks of maintenance equipment, but simplify changeover from one type of luminaire to another. Long-range planning with PEMCO Interchangeable Luminaires will pay big dividends in reduced future costs.

Left, Union Metal Design 6400 Round Monotube Pendent Lighting Standard with Pemco 813 Type Luminaire.

Right, Union Metal Design 6401 Octaflute Monotube Pendent Lighting Standard (transformer type base) with Pemco 813 Type Luminaire.

For information on PEMCO'S complete line of Street and Highway Lighting Equipment request PEMCO General Catalog No. 90.

PHILADELPHIA ELECTRICAL & MANUFACTURING CO.
1200-36 N. 31st Street, Philadelphia 21, Pa.
Sales Offices in Principal Cities

More fitting sales!

JUST LOOK at Gedney Fittings from your customers' standpoint. They want quality as much as you do, and they value the time-saving features of precision-made fittings. They want the strength and durability of malleable iron, and hot dip galvanizing . . . Simply call attention to these features and you'll find that selling Gedney is easy and profitable!

GEDNEY FITTINGS *FIT!*

- ★ Accurate castings of malleable iron . . . no breakage
- ★ Threads cut true . . . perfect conduit alignment
- ★ Designed to fit . . . vibration cannot work it loose

GEDNEY
ELECTRIC COMPANY

GEDNEY

RKO BLDG. • RADIO CITY • NEW YORK 20
Foundry, Factory and Shipping Point: Terryville, Conn.

It's Here! ...a Great NEW APPLETON REELITE

Rating: 10A-250V.

APPLETON ELECTRIC PRODUCTS

This eye-catching demonstrator-display will be furnished on request with order for six or more 7S Reelites. Beautifully designed, sturdily built. Equipped with flashing sign. A sales-catching tool for you!

Announcing the new, *all new*, Appleton 7S Portable Reelite—a compact, automatic cord take-up reel that solves the countless lighting problems of car-loading, machine inspection, maintenance work—any job that requires good illumination in out-of-the-way places.

Double silver alloy collector brushes—one of many outstanding new features—permit continuous rotation of the entire reel in either direction without power interruption or tangling of the cord. This versatile device furnishes light—or a flexible power source for power tools—when and where you want it. Positive stop action holds cord at desired length, up to 25 feet; then cord is automatically re-reeled when job is done.

The Appleton 7S Portable Reelite is completely encased in steel, finished in baked hammertone enamel. It is easily installed on any 4" octagonal outlet box. Available accessories include six types of handlamps, machine tool connector body or key socket. A vaporproof model is furnished with handlamp. Write for details on this and other Portable Reelites.

Sold Through Electrical Wholesalers

APPLETON ELECTRIC COMPANY

1734 WELLINGTON AVENUE • CHICAGO 13, ILLINOIS

Branch Offices: NEW YORK, 50 Church Street • DETROIT, 3049 E. Grand Blvd. • CLEVELAND, 1836 Euclid Avenue • SAN FRANCISCO, 655 Mission St. • ST. LOUIS, 227 Frisco Bldg. • LOS ANGELES, 100 N. Santa Fe Avenue • ATLANTA, 724 Boulevard, N. E. • BIRMINGHAM, 429 Brown-Marx Bldg. • MINNEAPOLIS, 511 Fifth St., S. • PITTSBURGH, 814 Bessemer Bldg. • BALTIMORE, 100 East Pleasant Street • BOSTON, 10 High Street • DENVER, 1921 Blake Street • PHILADELPHIA, 1017 Cherry Street CINCINNATI, 626 Broadway • HOUSTON, 719 M. & M. Bldg. • HAVANA, Cuba, Malecon No. 9.

Resident Representatives: Binghamton, Dallas, Indianapolis, Kansas City, Orlando, Milwaukee, New Orleans, Seattle, Portland, Ore.

Export Representatives: International Standard Electric Corp., 67 Broad St., New York 4, N. Y.

APPLETON

CONDUIT FITTINGS • LIGHTING EQUIPMENT • OUTLET AND SWITCH BOXES • EXPLOSION-PROOF FITTINGS • REELITES

Washington STRAWS

METALS AND KOREA • Cuts on copper, steel, aluminum, cobalt, other metals were announced before the Korean situation turned sour.

With France and Great Britain united in a "No-War-With-China" compact, Attlee in Washington and reported to be bent on selling the United States on an "Appease Communist China" program, public statement and dispatches from the Korean front laden with the most ominous implications, no easing in the metal situation seems to be in sight.

However, there is little chance for defense production gaining enough momentum during the first half of 1951 to absorb the flow of metals which the squeeze order will make available for it. Hence, metal requirements for specific civilian needs may receive favorable consideration, *IF* the case is presented in the right spirit.

CUT BACKS IN CONSUMER DURABLES • Gathered since Korean news hit bottom, here is a round-up of Washington opinion on *how deep* the cut backs on consumer durables may go and *why*.

Housing: First estimates were 20 percent below 1950. Late in 1951 a 30-35 percent reduction is not improbable. Credit curbs were applied chiefly to save cement, steel, copper, other metals, and certain types of lumber.

Automobiles: Biggest user of critical materials, automobile production which hit over 7,000,000 units in 1950, will probably end 1951 down to around 5,000,000 units.

Refrigerators, Washers, Ranges, Kitchen Equipment: Expect the cut backs to reach 25 to 30 percent off from 1950 totals. Savings in steel, fractional motors, zinc, cobalt, components, etc., will be diverted to tanks, guns, munitions, etc.

Radios and Television. 25 percent down from 1950 is a fair estimate. Large defense orders for electronic equipment will absorb materials, particularly tubes and wiring as well as the man power released by civilian cut backs.

By the end of 1951 cut backs here may not have totaled more than 10 to 15 percent—at least for well established manufacturers. Newcomers in the field may have harder sledding. Redesigning to save metals or permit the use of substitute materials will help to hold up over-all volume.

Furniture: Cut backs on 1951 housing may release enough lumber to keep the furniture output perking along at near the 1950 rate.

Cashing In on the consumer durable goods cut backs will be the manufacturers, distributors, and retailers of food, clothing, luxury items, because on such things consumers will splurge and spend the $10-$15 billion that would otherwise go for durables, if they were obtainable.

FARM INCOME 1951 • Based on fairly complete records of plantings and schedules, Government sources estimate that 1951 net farm income will run approximately 15 percent ahead of 1950, but it will still fall behind the farmers' bumper year, 1947.

With the R.E.A. continuing to pour millions of dollars into new extensions and generating equipment for cooperatives, the rural market should remain good pickings for electrical products—war or no war.

MOBILIZATION'S COLOR CHART • A few days ago the chairman of the National Securities Resources Board, W. Stuart Symington was quoted as saying that our country's economy is in the process of passing "from a light gray to a dark gray mobilization," but nobody knows which color chart Mr. Symington had in mind.

Some simple color charts that jump from light to dark gray in one leap, as Mr. Symington did, probably would go straight from dark gray to black, and what could black mobilization mean but all-out total war.

We hope that Mr. Symington's color chart on mobilization has 10 or 20 steps between dark gray and black.

X-RAY ON REGULATION W • As we go to press a select group of executives representing manufacturers, distributors, retailers, and financing companies is meeting at a New York hotel to discuss the effect of Regulation W on the sale of automobiles, appliances, furniture, house furnishings, etc.

Three days hence, in Washington, a Joint Congressional Committee starts hearings to determine the effect of Regulation W on business in general.

Net result will be more pressure on the Federal Reserve Board for liberalizing Regulation W, smaller down payment—longer terms.

RENT CONTROLS • Appropriate to its status, the Lame Duck Congress ducks the problem of writing a new rent control law, when events in Korea foreshadow future emergencies. The Senate Banking and Currency Committee has adopted a resolution in which present rent controls stay in force until February 28, 1951. By then the 82nd Congress will have gotten its bearings and know what needs doing about rent control.

Both houses of Congress are expected to approve the resolution substantially as adopted.

LAME DUCK TAX EGG • Although we hear a lot of cackling on the subject of taxes in general, and excess profit tax in particular, there is little chance that the Lame Duck Congress will be able to hatch a tax law before adjournment.

But—with the Korean adventure piling crisis upon crisis—a tax bill—good or bad—may be rushed through. After all, business has had plenty of chance to register its ideas and opinions on the excess profit tax question.

CLOUDS WITH SILVER LININGS • The chance to amortize new plant expenditures over short term will prove to be the sugar coating for thousands of manufacturers who otherwise might find the forthcoming new tax law a bitter pill to swallow.

There will be more red tape to go through than in World War II, but classifications of eligibles for the quick write-off are broader, in some instances super-elastic.

Records of World War II show that approximately four out of every five applicants, over 20,000 in all, copped the exemption plum.

N. P. A. APPOINTS DISTRIBUTORS' ADVISORY COMMITTEE • Hot off the griddle comes the news that the National Production Authority has just appointed an Advisory Committee for the Apparatus and Supplies Branch of the electrical wholesale distributing industry and that the new Committee will have its first meeting at Washington, December 18, 1950.

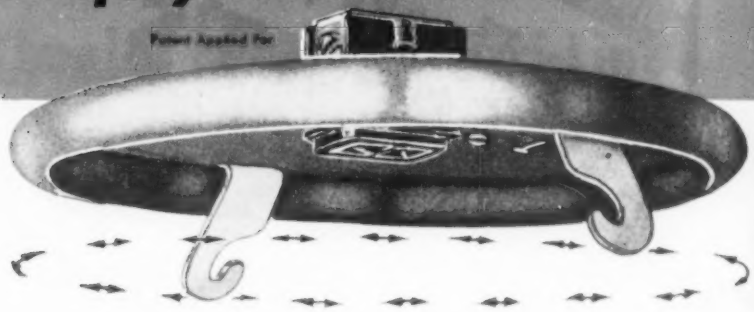
Our hat is off to that handful of members and the top headquarters staff of the National Association of Electrical Distributors for having done an outstanding job of SELLING the N. P. A. officials on the importance of the electrical wholesaler.

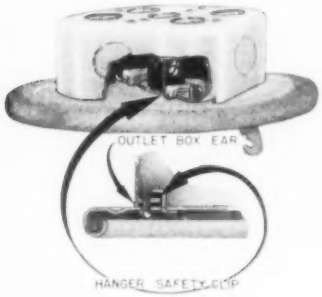
The following wholesale executives have drawn appointments on the Committee: L. E. Barrett, St. Louis, Mo.; Fred C. Goss, San Diego, Calif.; J. P. Hamblen, Houston, Tex.; George F. Hessler, New York, N. Y.; R. A. Jeffirs, Benton Harbor, Mich.; R. M. Johannesen, Greensboro, N. C.; M. P. Nickerson, New York, N. Y.; Charles McKew Parr, Newark, N. J.; L. A. Salmon, Nashville, Tenn.; D. W. Scarborough, Chicago, Ill.; C. T. Shropshire, Bridgeport, Conn.; Jack Tucker, New York, N. Y.

(December 6, 1950)

AT LAST! A Really SAFE Fluorescent Fixture Hanger

Prevents Injury to Personnel!





Should screws vibrate or rust through, fixture will stay up—supported by exclusive safety clips (arrow) which rest on ears of outlet box.

Appleton Type "SFH" Fixture Hanger
For Use with Appleton 4-O or 4-OD Outlet Boxes

Costs No More Than Ordinary Fixture Hangers—*Yet Gives You . . .*

- Double Protection Against Falling!
- Sliding hooks to permit instant, permanent alignment!
- Easy installation—Just loosen screws, mount, tighten!
- Better looking installation!
- Quality approved by safety engineers everywhere!

Pear-shaped screw holes permit speedy mounting to outlet box without removing outlet box screws. A 10-degree turn seats hanger in position with hanger clips over outlet box ears. Complete with two five-foot chains, hooks and cord clips—or hanger may be purchased separately. Two-wire receptacle or three-wire twist-lock receptacle.

APPLETON
SAFETY SWIVEL HANGERS

Designed to assure adequate support for heavy duty lighting fixtures used in industrial installations. Entire weight of suspended unit is carried by a fixture stud, greatly increasing load capacity of hanger unit.

SOLD THROUGH ELECTRICAL WHOLESALERS

APPLETON ELECTRIC COMPANY

1734 WELLINGTON AVENUE · CHICAGO 13, ILLINOIS

Branch Offices: NEW YORK, 50 Church St. • DETROIT, 3049 E. Grand Blvd. • CLEVELAND, 1836 Euclid Avenue • SAN FRANCISCO, 655 Mission St. • ST. LOUIS, 227 Friuco Bldg. • LOS ANGELES, 100 N. Santa Fe Avenue • ATLANTA, 724 Boulevard, N.E. • BIRMINGHAM, 429 Brown-Marx Bldg. • MINNEAPOLIS, 305 Fifth St., S. • PITTSBURGH, 414 Bessemer Bldg. • BALTIMORE, 100 East Pleasant St. • BOSTON, 10 High Street • DENVER, 1921 Blake Street • PHILADELPHIA, 1017 Cherry St. • CINCINNATI, 626 Broadway • HOUSTON, 738 M. & M. Bldg. • HAVANA, Cuba, Malecon No. 9.

Resident Representatives:
Binghamton, Dallas, Indianapolis, Kansas City, Orlando, Milwaukee, New Orleans, Seattle, Portland, Ore.

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International Standard Electric Corp., 67 Broad St., New York 4, N.Y.

APPLETON ELECTRIC PRODUCTS

APPLETON

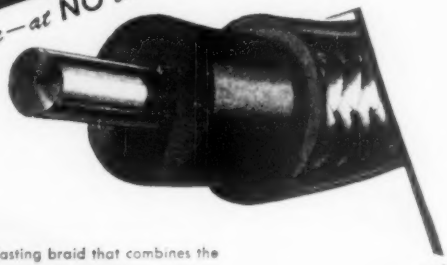
CONDUIT FITTINGS • LIGHTING EQUIPMENT • OUTLET AND SWITCH BOXES • EXPLOSION-PROOF FITTINGS • REELITES

At last BUILDING WIRE THAT LASTS LONGER, PULLS EASIER, SAVES MONEY

...Thanks to TRIANGLE'S new braid of GLAZON

TRADE MARK

For EXTRA value—at NO extra cost—Insist on "GLAZON"



What "GLAZON" is:

"Glazon" is a tougher, more flexible, longer-lasting braid that combines the desirable properties of an inorganic substance derived from glass with those of special saturants to achieve a new high in safety and durability under the most adverse conditions. This new protective covering gives:

LONGER LIFE. Conductors and insulation are doubly protected by a stronger, tougher, more impervious and more durable covering than heretofore possible.

SMALLER DIAMETER. Braid, although stronger, is considerably thinner. Strands lie flatter, clasp insulation tighter, absorb less saturant—reducing diameter.

GREATER FLEXIBILITY. Less bulk and greater elasticity of the braid increase flexibility.

SMOOTHER SURFACE. Uniformity of fiber and tighter lays eliminate the uneven surface common to many braided coverings.

GREATER RESISTANCE to the destructive elements of man and nature: water, heat, oil, acid, corrosive fumes, fungus, rodents, sunlight, freezing, rotting.

IMPROVED FISHABILITY. "Glazon" covered wire can be snaked through longer conduits, around sharper bends, easier, quicker, than any other type.

EVEN SURFACE, free from bumps and ridges, slides easier.

SMALLER DIAMETER saves space, makes it twice as easy to snake in "that last one."

SMOOTH FINISH prevents sticking, reduces friction on long runs and around sharp bends.

TOUGH COVERING resists impact and abrasion.

GREATER FLEXIBILITY saves time in wiring every junction box, switch box, outlet box.

Costs No More—Yet Saves At Every Step of the Wiring Job

Available in sizes from No. 14 through No. 6 AWG with solid or stranded conductor. Types R, RH, RW.

If It's "GLAZON" It's Made by TRIANGLE . . .
If It's Made by TRIANGLE It MUST Be Right!

TRIANGLE CONDUIT & CABLE CO., INC.

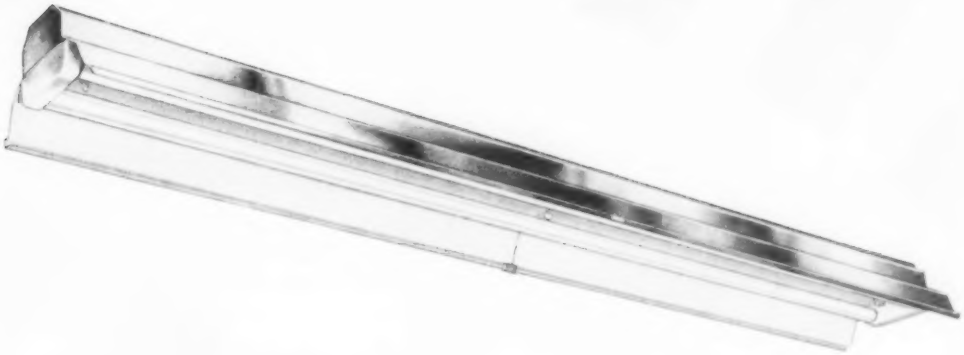
1902 JERSEY AVENUE • NEW BRUNSWICK, NEW JERSEY

IT *MUST* BE RIGHT!

"GLAZON" BUILDING WIRE • BARE WIRE • ARMORED CABLE • "GLAZON" NON-METALLIC SHEATHED CABLE • SERVICE ENTRANCE, SERVICE DROP, VARNISHED CAMBRIC BRAIDED OR LEADED, TRIOPRENE TRENCH, POWER AND PARKWAY CABLES • RIGID CONDUIT HOT-DIPPED GALVANIZED • ELECTRIC METALLIC THIN WALL CONDUIT • FLEXIBLE STEEL CONDUIT

Modern as tomorrow!

New Wheeler RLM "Industri-Line" Slimline Fixtures



An outstanding, progressive step in Industrial Lighting! Wheeler Engineers have built into these newly-designed line of units 6 Better-Value Features. For greater value, greater efficiency, insist on Wheeler R.L.M. Slimline Fixtures!

★ High Output: gives more light per foot of lamp length.

★ Latest G. E. Turret Type Lampholders (depressable): for single pin contact, making lamp insertion and removal easy.

★ Reflectors in Sections: for greater ease in handling, each unit furnished with two open-end or closed-end porcelain enamel reflectors.

★ Individual or Continuous Mounting: extremely simple mounting operation.

★ One-piece Top Channels: made of heavy gauge steel. Finished in either porcelain enamel (recommended where excessive moisture conditions exist) or baked synthetic enamel.

★ Designed for use with two and three T-12 Slimline Single-Pin Lamps: Instant starting.

Get complete details from Wheeler Reflector Company, 275 Congress Street, Boston 10, Massachusetts.

Wheeler **REFLECTORS**

MADE BY SPECIALISTS IN "SKILLED LIGHTING" EQUIPMENT SINCE 1881

You can't buy Better Fittings or ones that cost less to use

Quicker to use and neater in appearance, Briegel All-Steel Indenter Fittings not only make stronger connections but also make each job more profitable to the contractor and satisfactory to his customers.

Two Easy Squeezes and they're set to stay. It is only natural that the Briegel All-Steel Indenter Fittings are the most widely used E.M.T. connectors and couplings. Contractors the world over recognize their cost cutting qualities and the fact that they make each wiring job neater, stronger and better.

All B-M Fittings Carry the Underwriters Seal of Approval

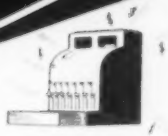
BRIEGEL METHOD TOOL CO.

GALVA, ILLINOIS

DISTRIBUTED BY

The M. S. Austin Co., Northbrook, Ill.; Clayton Mark & Co., Evanston, Ill.; Clifton Conduit Co., Jersey City, N. J.; General Electric Co., Bridgeport, Conn.; The Steelduct Co., Youngstown, Ohio; Enameled Metals, Pittsburgh, Penn.; Kondu Mfg. Co., Ltd., Preston, Ont.; Wagner Malleable Products Co., Decatur, Ill.

CHAMPION *Lamps*

CHAMPION *means business*  *...for you!*

– *because* of the range of the Champion Line. With it, you can offer your customers over 2000 types, styles and sizes of Lamps...Incandescent for general and special service use . . . Fluorescent in the "colors" they want, including the popular new Deluxe Warm White and Deluxe Cool White.

– *because* Champion Lamps are *quality* lamps. They're made by expert craftsmen with all the skill and know-how that stems from fifty years of specialized lamp-making experience. Champion Lamps are guaranteed to equal or exceed Government specifications—their performance *invites* repeat sales.

– *because* Champion offers you and your customers the service of a well organized Engineering Department whenever and wherever you want it. Champion's new, practical Group Replacement Plan for Fluorescent Lamps for example, helps customers reduce replacement costs. These simple formulas for use in most shops and buildings, save 60% of labor time, labor costs. Service of this calibre is yours for the asking...to help you sell more lamps.

– *because* Champion Lamps are packaged in bright, new colorful orange and blue wrappers to attract customers. Champion means business — invites sales — with a full line of space-saving Counter and Floor Merchandisers, Window Streamers and Display Kits. Make the most of Champion's 50-year-old Brand Name . . . write Champion for full information.

CHAMPION LAMP WORKS

Lynn, Massachusetts

A DIVISION OF CONSOLIDATED ELECTRIC LAMP CO.

Talk About Advantages!

...talk about KILLARK Die-Cast* Alumalloy Fittings...

1. STRONG!

Alumalloy is malleable—built to withstand shocks and strains far beyond actual job requirements.

2. LIGHT!

Alumalloy has 60% less weight than cast iron. Easier to handle.

3. SMOOTH!

Satin-like finish of Killark fittings—inside and out—prevents wire-skinning, insures proper insulation.

4. UNIFORM!

Perfect fit every time. Precise, clean-cut threads simplify installation.

5. WEATHERPROOF!

Non-corrosible! Can't rust! 10 year weather-exposure tests have left Alumalloy fittings unaffected and rust-proof *clear through!*

6. POPULAR!

Killark fittings are already accepted by thousands of satisfied users—with more and more turning to these time- and trouble-saving advantages.

Thoroughly tested and approved in the field, the new Killark fittings and fixtures are a revolutionary climax to years of careful metallurgical research. Made of special aluminum alloy, and die cast under 10,000 lbs. pressure, they offer a new combination of high-strength, safety, durability, plus long non-corrosive life—features never before attainable in one fitting.

*Pat. Pending

K KILLARK ST. LOUIS

Killark

Send for Killark Catalog

ELECTRIC MANUFACTURING COMPANY

Vandeventer and Easton Aves. St. Louis 13, Missouri

SALES OFFICES and WAREHOUSE STOCKS	BOSTON	156 Purchase St	PITTSBURGH	298 Duquesne Way	SAN FRANCISCO	1123 Harrison Street
	SYRACUSE	216 Burnet Ave	CHICAGO	564 West Adam Street	LOS ANGELES	412 Seaton Street
	PHILADELPHIA	121-123 Market St	DENVER	2134 Curtis Street	DETROIT	8319 Mack Ave
	ATLANTA	69 Mills Street, N. W.	SEATTLE	4130 First Avenue South	DALLAS	1901 Griffin Street
SALES OFFICES	COLUMBUS	2620 Welsford Road	MINNEAPOLIS	924 Andrus Bldg	NEW YORK	30 Irving Place
	CINCINNATI	49 Central Avenue	KANSAS CITY, MO.	614 West 26th Street	BALTIMORE	401 Natl Marine Bank Bldg

TIMES and TRENDS

Construction Marches On

Figures just released by [illegible] indicate that it took less than three months after the Korean war started to have the pressure of growing Government controls reflected in a change of emphasis from residential to non-residential construction.

Housing attained its all-time peak of 149,000 starts in May 1950. August showed a tapering down to 141,000 starts but in September starts slipped down to 115,000 and they have been slipping ever since. Contracts for mass housing projects hit their peak in June with a total of $490 million but tobogganed down to $160 million in October—off over 65 percent from the June record.

In contrast, industrial construction poked along from January to June 1950 at an average of $98 million per month, had jumped to $235 million in the month of October and shows no signs of a let-up.

For 1951 the present forecast points to [illegible] housing starts as the most optimistic top while industrial construction "put in place" should go substantially ahead of 1950.

★

Hospitals

A $10 billion need for hospital building to provide 897,856 more beds is announced by the U. S. Department of Commerce as the push behind the current hospital building program, and it is stated that the present back log of hospital need is sufficient to maintain the 1950 rate of hospital building for fifteen years.

★

Functional Discounts Are Just

With an eye on the recent proceedings of the Federal Trade Commission against three very prominent manufacturers of motor car equipment and particularly on the Trial Examiner's recommendation that would prohibit functional discounts and limit price variations only when based on differences in costs, the Motor and Equipment Wholesalers Association has filed with the Commission a vigorous protest against such ruling.

Says the M.E.W.A.:

"Prohibition or impairment of the time-honored functional discount on which the American distribution system is based would seriously injure and in great probability completely destroy the ability of many thousands of wholesalers to continue to serve their hundreds of thousands of retail customers who in turn provide essential services to the consuming public. It would thus tend toward monopoly and militate against accomplishing the objectives of the Robinson-Patman Act rather than to effectuate those objectives."

As an example of the far-reaching effect of the prohibition or impairment of functional discounts, the M.E.W.A. continues: "The only way the average new or independent manufacturer can hope to get his product to market is through the independent wholesaler. The larger, well-established, [illegible] integrated manufacturers can afford to establish their own company-controlled distribution. But the average independent or newcomer manufacturer must rely upon the independent and experienced wholesaler, who thus performs a function vital to small, new, or independent manufacturers."

Pointing out that in establishing functional discounts, manufacturers take into consideration the costs of the services wholesalers render their retail customers and wholesalers in turn take into consideration the costs of the services retailers render the ultimate consumer, M.E.W.A. states that the prohibition of functional discounts "would spell the doom of the manufacturer-through-wholesaler-to-retailer system of distribution which is an important a bulwark in American free enterprise." And the Association adds: "We cannot believe the Commission will take any action that would have such disastrous results."

Every right thinking wholesaler would do well to write an appropriate letter to the F.T.C. as well as to his representatives in Congress.

★

Cobalt

When the lid went down on cobalt, few electrical men paid any attention until somebody talked about its effect on the porcelain enamel industry. First they ate up with considerable interest. No cobalt for that industry meant no porcelain enamel for refrigerators, freezers, washing machines, ranges, it was said. Then they counted second relief.

It's hard to tell whether there is any chance for that order to be modified but meanwhile some manufacturers of "white goods" are dusting off their spray-finish equipment and getting ready to sell their lines on the merits of synthetic or lacquer finishes—like on your automobile.

★

Dress Shirt Demise

During the first half of 1950 production of men's dress shirts dropped 15 percent below the 1949 figure while the production of sports shirts increased 18 percent, and production of men's pajamas jumped 44 percent above the same period of 1949 so says the National Association of Shirt, Pajama and Sportswear manufacturers.

Lives there a man who would not say that all the trends indicated by those figures are in the right direction. Golly, we'll throw a fit of "I'll live" shirt manufacturers that if they could [illegible] persuade those sports-shirt-pajama like country. [illegible] the [illegible] starch collars with the [illegible].

O. Fred. Rost

EDITOR

Sell the Best—Sell SANGAMO

It's good business to sell *high-quality* Sangamo Time Switches. Their troublefree performance makes satisfied customers. Sangamo Time Switches *stay sold!* And, because Sangamo quality commands higher prices, your margin of profit is greater.

You need stock only ONE line when you stock Sangamo Switches because the Sangamo Line is complete. It includes models for practically every conceivable application, from the simplest ON and OFF operation to complicated weekly schedules involving a number of operations daily. For example, the Type L is a versatile unit, capable of continuous service under widely varying control requirements. It performs dependably . . . even in sub-zero weather . . . it can be supplied with an omitting device . . . an advanced time cut-off . . . or an astronomic dial for automatic sunset to sunrise operation. The other switches in the Sangamo Line are equally versatile.

Sangamo's 16 page Time Switch Catalog No. 1010C gives full information on the complete line. Write for your copy today.

SANGAMO

The Slightly Higher Price is Soon Forgotten—But the Quality Remains

SANGAMO

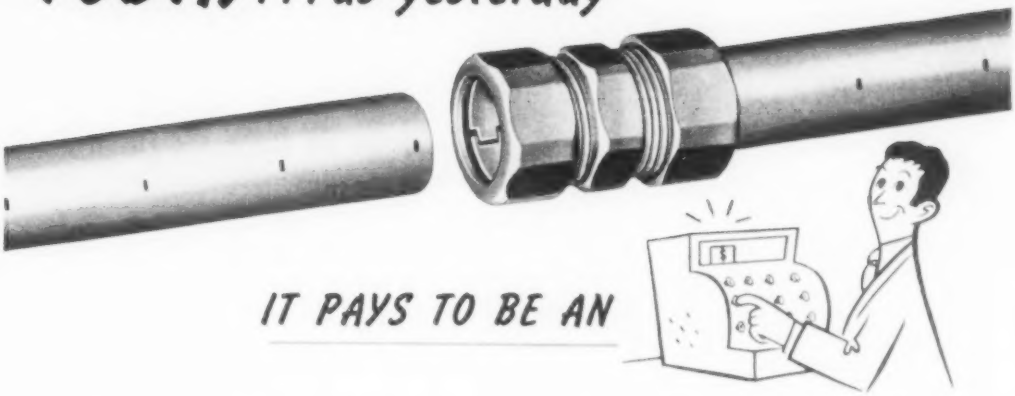
ELECTRIC COMPANY

SPRINGFIELD, ILLINOIS

Do You Sell the SANGAMO Type S?

Here's precision in miniature! An economical, compact, unusually attractive time switch for simple time control problems.

TODAY... as yesterday



IT PAYS TO BE AN

ELECTRUNITE DISTRIBUTOR

Here's Why

EQUITABLE DISTRIBUTION

In times of short supply as well as through periods of product abundance, *all* ELECTRUNITE Distributors share in a fair and equitable distribution of *all* ELECTRUNITE E.M.T. production.

ALL SALES THROUGH DISTRIBUTORS

ELECTRUNITE E.M.T. is *never* sold direct to users—every length of this popular lightweight rigid steel raceway is sold *only* through ELECTRUNITE Distributors.

EXCLUSIVE FEATURES

ELECTRUNITE E.M.T. and *only* ELECTRUNITE E.M.T. offers such selling features as Inch-Marking, simplifying installation . . . and Knurled Inside Surface, making wire pulling as much as 30% easier.

CONTRACTOR PREFERENCE

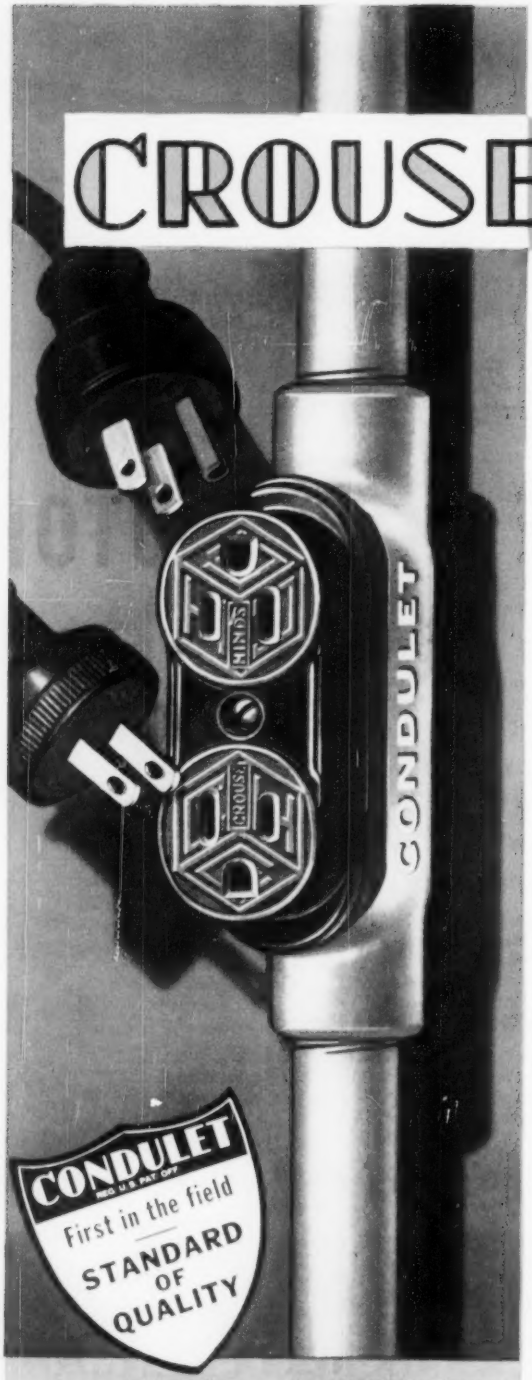
Survey after survey proves that contractors and maintenance electricians prefer ELECTRUNITE E.M.T. over *all* other brands of E.M.T.—a preference that means *more profit* for ELECTRUNITE Distributors.

REPUBLIC STEEL CORPORATION
STEEL AND TUBES DIVISION
CLEVELAND 8, OHIO
Export Dept., Chrysler Bldg., New York 17, N. Y.

REPUBLIC STEEL

Republic
ELECTRUNITE E.M.T.

LIGHTWEIGHT THREADLESS RIGID STEEL RACEWAY



(CONDULETS are made only by CROUSE-HINDS)

Coming soon!

CROUSE-HINDS

SAFETY

2-Wire, 3-Pole

Grounding Plug Receptacle

for

OBROUND CONDULETS

It gives you a positive ground circuit and will not accept ungrounded 3-pole attachment plugs

1. A duplex receptacle designed in accordance with the new standards established by NEMA and approved by ASA.
2. Has two parallel blade current carrying contacts and one "U" — shaped grounding contact.
3. The receptacle takes the new plug caps with two parallel blades and one "U" — shaped contact. It also takes the standard two blade parallel non-polarized and two blade parallel polarized plug caps.

This safety grounding plug receptacle for Obround CONDULETS is one of the thousands of items in the complete CONDULET line. Use sturdy cast Feraloy CONDULETS and rigid conduit on every installation.

Information Distributed Through Electrical Wholesalers

CROUSE-HINDS COMPANY
Syracuse 1, N. Y.

CONDULETS · TRAFFIC SIGNALS · AIRPORT LIGHTING · FLOODLIGHTS

ELECTRICAL WHOLESALING News

Pacific NAED X-rays Selling In Defense-Controlled Economy

NAED Pacific Zone meeting studies marketing problems under semi-wartime conditions. Three-day meeting has NAED Board of Governors as guests

CORONADO, CALIF.—In a full three-day meeting keyed to the slogan "Selling—the No. 1 Job in '51," more than 400 members of the Pacific Zone, National Association of Electrical Distributors, and manufacturer guests convened at Coronado, Calif., October 25, 26 and 27. In attendance for the first time at a Pacific Zone meeting were 30 members of the Board of Governors of NAED, representing every section of the nation.

While a general tone of confidence in the outlook for the wholesaling industry during 1951 was expressed by most speakers, it was mixed with overtones of caution toward the need for more specialized selling and the gearing of the industry's activities to a semi-wartime economy.

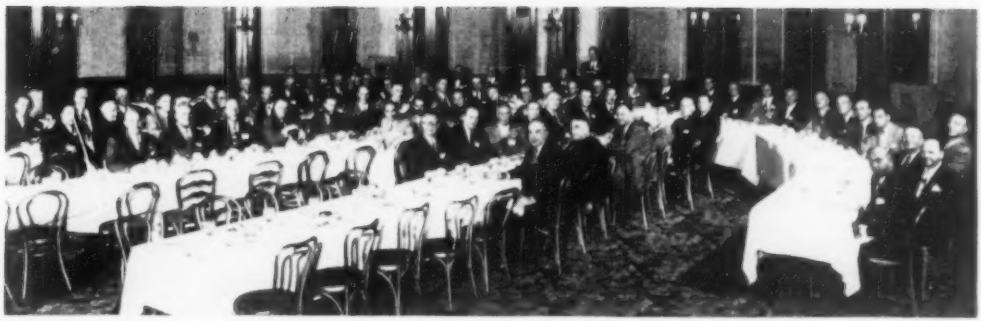
Against a dramatic background information on what electrical wholesalers as an industry did in meeting the problems presented during World War II, and of what NAED is now doing to help its members in the growing defense program, a host of speakers presented a close view of present-day selling and market conditions.

During the opening session electrical distributors were advised to hold the price line, watch carefully their costs of doing business, keep an emphasis on selling, and to look for new products in the industrial field, by George C. Tenney, editor of *Electrical World* and vice president of McGraw-Hill Publishing Co.

He said that three factors would affect the distributor's operations during 1951: (1) General business conditions, in a back-controlled inflation and materials shortages might bring on semi-chaotic conditions with black and gray markets; (2) level of construction, in which a 40 per cent decrease in residential building would be offset somewhat by increased industrial construction; (3) the level of public purchasing power which now, at a level higher than ever before, may create a condition in which there is more money available to purchase goods than there are goods to sell.

In a view of the market conditions that the appliance-selling distributors would meet during 1951, Howard T. Emerson, Pacific Coast editor of *Electrical Wholesaling*, and *Electrical Merchandising* told the group that if there were no further increase in the defense program beyond that now planned, the industry would get approximately 70 percent of the appliances and 65 percent of the television sets that they received in 1950. The portents of shortages should not lead the industry into planning for an easy-to-handle "allied" market, he said, because the stringent credit curbs of Regulation W, plus increased social security costs, increased personal taxes, etc., might easily cut into family purchasing power sufficiently to require all-out sales efforts to move a profitable volume of appliances in competition with other durable goods.

A general review of the problems met by electrical distributors in organizing to meet the problems of World War II was described by Geo. E. Dresler, vice president and general sales manager of Graybar



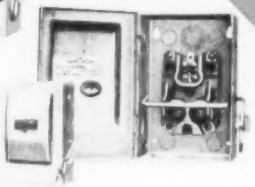
VISITORS—30 NAED board of governor members—lent extra importance to the semi-annual "chairman's dinner" at the recent three-day meeting of the Pacific Zone of the National Association of Electrical Distributors at Coronado, Calif.

The Cutler-Hammer Type D Line

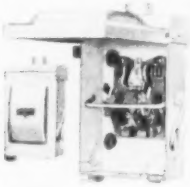
cost-cutting SAFETY SWITCHES to answer many problems

Broad Range of Sizes Types and Enclosures

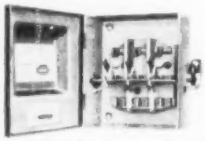
Type D 30 amps., 2 poles fusible, for plug fuses. Single throw.



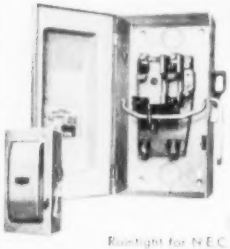
Type D 30 amps., 3 wire, solid neutral, for plug fuses. Single throw.



Raintight Type D 30 amps., 3 wire, solid neutral, for plug fuses.

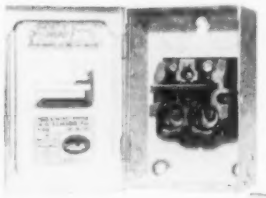


For N.E.C. fuses . . . Type D 30 amps., 3 poles, fusible.



For N.E.C. fuses . . . Type D 60 amps., 3 wire, solid neutral, fusible.

Raintight for N.E.C. fuses . . . Type D 30 amps., 3 wire, solid neutral.



D Fuller Front operated—Type D for plug fuses. 30 amps., 2 poles.

D Fuller Front operated—Type D for N.E.C. fuses. 60 amps., 3 wire, solid neutral.

The Cutler-Hammer Type D line of General Duty Safety Switches is popular with electrical contractors and wholesalers because it has so many uses in so many places. These inexpensive quality products have ready acceptance for use with workshop tools, oil burners and stokers, laundry appliances, air conditioning and refrigerating units, feed grinders, compressors . . . in home, shop, farm, commercial buildings, and for service entrance too. Job requirements for heavy duty lighting circuits are amply met by the larger capacity Cutler-Hammer Type D Switches.

Quality Products at No Extra Price

These General Purpose Switches are built, as all Cutler-Hammer Products are built, not down to a price but up to a standard of excellence that is known wherever electrical products are used. Some of the construction details that tell you why the Cutler-Hammer reputation is well-deserved are given below.

Features that Mean Better Performance on the Job

"Easy-tight" wire holes on terminals provide quick, solderless connections. Inorganic base will not carbonize or disintegrate, dissipates heat developed by fuse wattage, results in cooler operation. Double faced contacts with wiping, self-cleaning action insure cool, continued performance. Single break; no needless overloading of switch mechanism. Sturdy shock resistant cases. Provision for padlocking in "off" position, ample concentric knock-outs, ample wiring space. These are some of the many quality features of the C-H Type D Line.

Dependability that Has Established C-H as Standard

Whenever and wherever electrical men want reliability, they insist on Cutler-Hammer Safety Switches, carried in stock—by distributors everywhere. CUTLER-HAMMER Inc., 1327 St. Paul Ave., Milwaukee 1, Wisconsin.

EXTRA VALUE
CUTLER-HAMMER
SAFETY SWITCHES
C-H
AT NO EXTRA COST

lar Electric Co. Experiences from that period are showing results today in the speed and efficiency in which wholesalers are meeting the needs of the defense program and they will continue to be drawn on as the industry meets the continued problem of juggling defense and civilian needs. He believed there would continue to be an effort to maintain both a peacetime economy and a semi-wartime economy, through increased production.

Operating an electrical distribution business under the conditions previewed by the previous speakers, or in any market, will require an emphasis on selling, said R. J. Brown, vice president and manager of marketing, General Electric Supply Corp. in his talk. It will mean three definite types of selling, he said, creative selling, responsibility selling, and confidence selling.

The industry will need creative selling "... that talks in terms of 1951 standards, not 1941 standards, of lighting, apparatus controls, and plant distribution systems ... we should sell the ideas and products that will result in the use of more electrical power, and consequently more production." He said that distributors who pursue creative selling can maintain their sales volume regardless of market conditions.

Responsibility selling is the distributors' need to build a trained sales force—salesmen who can accept added responsibilities and who are familiar with management problems. Confidence selling, he said, is selling a confidence in the product that the distributor carries and in the distributor's organization itself.

In a talk by N. J. MacDonald, vice president, The Thomas & Betts Co., Inc., at the second general session, NAED members and guests received the above-mentioned picture of the problems faced by wholesalers during World War II, both in their own organizations and in getting representation in Washington. He brought to the group also a close look at the problems faced by wholesalers and manufacturers alike because of "direct selling" by some manufacturers.

The electrical housewares industry was represented in the talk by S. M. Ford, vice president, Chicago Electric Manufacturing Co. Mr. Ford indicated that distributors would receive about 72 percent of their 1950 electric housewares volume during 1951. Because these products are so incessant in building floor traffic for their retailers, distributors should do a constructive selling job.

"How to Get Better at Selling" was the address by Ed. J. Hegarty, director of sales training, Westinghouse Electric Corp. He briefed the wholesalers and guests in the basic rules of training themselves by: (1) Practicing to smile; (2) reading an inspirational book each month; (3) learning to listen with their eyes as well as their ears.

Besides NAED Managing Director Chas. G. Pyle, who talked on what the NAED is doing in Washington, the gathering heard from the visiting attorney of NAED, Kendall B. DeBevoise, who discussed "The Anti-Trust Laws and Your Association," and from NAED President W. G. (Jim) Peirce.

Mr. Peirce discussed "Our Association," about which he described the forward strides that had been made in recent years and the various things that make NAED great. He emphasized the democratic nature of the organization, its rules that created a constant turnover in the controlling positions. He said that next year and every year NAED would continue to get bigger and better.

The third and final session of the meeting was devoted to a "utility day" in which representative executives of West Coast generating utilities reported on the progress in development of electric power in each area.

Fred G. Goss, chairman of the Pacific Zone of NAED, was host at the traditional "chairman's dinner" at which West Coast wholesalers were joined by the visiting members of the board of governors. On the second day of the meeting a special closed luncheon meeting was held for all appliance handling distributors.

E. E. Karsten was convention chairman, assisted by Roy Kimber in, E. C. Phillips, C. W. Gaslain and E. A. Thomas. The program was in charge of S. W. Scott, chairman, with R. W. Rohrbach, L. G. Berger, H. E. Perl and W. W. Powell assisting.

Al Phillips, president of Phillips & Edwards Electric Corp., San Francisco, was elected to succeed Fred Goss as chairman of the Pacific Zone.

Defense Program Main Topic As N.E.M.A. Sections Meet

Annual conference of National Electrical Manufacturers Association expresses its wholehearted cooperation with the nation's needs in building for preparedness. C. W. Higbee elected president. Frank Thornton honored.

ATLANTIC CITY, N. J.—How the electrical industry can best serve the national defense production program was the major topic discussed at the more than 70 separate committee, section and subsection meetings held during the annual conference of the National Electrical Manufacturers Association here recently.

During its annual business meeting the association members elected C. W. Higbee, manager of the wire and cable division of United States Rubber Co., as its new president. He succeeds Charles L. Lawson, vice president, Kelvinator Div., Nash-Kelvinator Corp.

ELECTED president of N.E.M.A. is C. W. Higbee, manager of the wire and cable division of U. S. Rubber Co.

In his address as retiring president, Mr. Lawson declared that the year 1950 has been a great one for members of NEMA with employment and income showing a sharp increase.

"Population trends, extension of power lines, new product development and better wiring all point to a vast and continuing expansion of the electrical industry over a long period of time," he said.

"While population is increasing, the number of families is growing at an even faster rate," Mr. Lawson said, "because of the trend to smaller family units.

"To the electrical industry this means that the market for our products will be considerably larger than would be indicated by population increase figures alone."

Mr. Lawson said that competition linked with cooperation through NEMA would enhance the contribution "the electrical industry can make to better living and to a better America in the days ahead."

Eight of the electrical manufacturing industry's pioneers were awarded 50-year

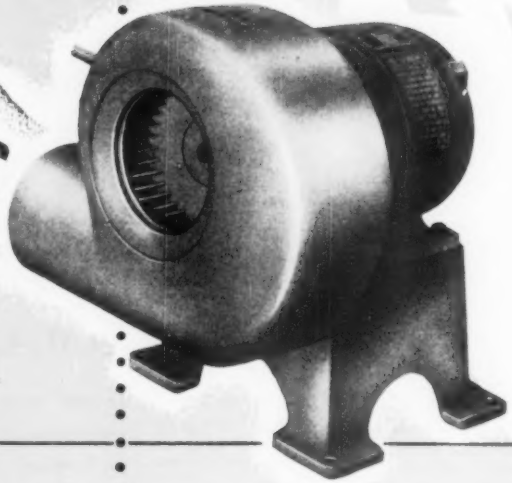
Something to Blow About!

STANDARD ELECTRIC

VOLUME BLOWERS

for

Better Service at Lowest Cost



Check These Features:

1 BETTER CONSTRUCTION
Housing is made of heavy cast aluminum—outwears steel and will not rust.

2 QUIETER PERFORMANCE
Less vibration—provided with G. E. motors, rubber mounted.

3 BETTER DESIGN
Blower stands securely on its own feet—without supplemental supports.

4 ACCURATE RATINGS
Torrington Airotor Impellers permit more efficient ratings.

5 FULLY GUARANTEED
Like all Standard Electric Products—guaranteed against defect for one year.

Compare our Prices

Standard Electric prices permit a bigger mark-up to the wholesaler while still allowing a lower price to the consumer. Specifications and prices on request.

STANDARD ELECTRIC
MANUFACTURING CO.
WEST BERLIN, NEW JERSEY

WRITE FOR FURTHER INFORMATION NOW!

Certificates during the annual business meeting of the association.

Those honored included: John Wendell Brooks, vice president, Pass & Seymour, Inc., Syracuse, N. Y.; Carton Brown, chairman of the executive committee, Weston Electrical Instrument Corporation, Newark, N. J.; George A. Burnham, consulting engineer, Allis-Chalmers Manufacturing Co., Saugus, Mass.; Dugald Laird Burns, general consultant, Ward Leonard Electric Company, Mount Vernon, N. Y.; Max McGraw, president, McGraw Electric Company, Chicago, Ill.; H. Hayes Murphy, president, The Wiremold Company, Hartford, Conn.; Worthington F. Parker, president, The Standard Transformer Company, Warren, Ohio; Edward F. Weston, chairman of the board, Weston Electrical Instrument Corporation, Newark, N. J.

NEMA Elects New Officers

Following the election of Mr. Hulbert to president, the association elected the following officers:

Vice Presidents—Arthur A. Berard, president, Ward Leonard Electric Co., Mount Vernon, N. Y.; J. H. Jewell, vice president, Westinghouse Electric Corporation, Pittsburgh, Pa.; J. F. Lincoln, president, The Lincoln Electric Co., Cleveland, Ohio; R. F. Murphy, vice president in charge of sales, I-T-E Circuit Breaker Company, Philadelphia, Pa.; Alan T. Stubbs, vice president & general manager, Rockbestos Wire & Cable Company, Philmdale, R. I.

J. G. Hall, president, Stackpole Carbon Company, St. Marys, Pa., was chosen treasurer.

Newly elected to the board of governors for a three-year term expiring in 1953 are: James M. Bennett, president, Jefferson Electric Co., Bellwood, Illinois; J. W. Cone, president, Reliance Electric & Engineering Co., Cleveland, Ohio; W. S. Kendrick, president, The Victoreen Instrument Co., Cleveland, Ohio.

Re-elected to the board for the same term are: J. H. Vollmagh, vice president, Westinghouse Electric Corp., Mansfield, Ohio; D. S. Funk, president, Sangamo Electric Company, Springfield, Illinois; J. G. Hall, president, Stackpole Carbon Company, St. Marys, Pa.; C. W. Hadley, mgr., Electric Wire & Cable Department, United States Rubber Company, New York, N. Y.; H. A. Hudson, mgr. of Sales, Elec'l Div., Wagner Electric Corporation, St. Louis, Mo.; J. F. Lincoln, president, The Lincoln Electric Company, Cleveland, Ohio; C. F. Cook, president, Allen-Bradley Company, Milwaukee, Wisc.; J. J. Sauer, president, Dossert, Inc., Chicago, Illinois; Geo. D. F. Smith, president & general mgr., Surge Tarrant, Borg-Warner Corporation, Chicago, Illinois; R. W. Cox, president, Southwire Company, Ga.; Ph.

James H. McGraw Award Goes To Frank Thornton

ATLANTIC CITY, N. J.—Frank Thornton, Jr., engineering manager, Association Activities, Westinghouse Electric Corporation, was awarded the James H. McGraw Award Manufacturers Medal for 1950. The award was presented by W. T. Stuart, vice president, Electrical Construction and Maintenance, at a luncheon held in Atlantic City during the meeting of the National Electrical Manufacturers Association.

Frank Thornton, Jr.

Mr. Thornton, who is also vice chairman of the NEMA Codes and Standards Committee, received the award in recognition of his distinguished contribution to the advancement of the electrical industry in the field of standardization, code development and safety engineering.

Twenty-six years ago, in 1924, James H. McGraw, founder of the McGraw-Hill Publishing Company, Inc., established a series of four awards to encourage constructive thinking for the advancement of the electrical industry. These awards, consisting each of a bronze medal and a purse of one hundred dollars, are given for personal contributions of merit in the manufacturing, contracting and scholarship branches of the electrical industry and for cooperation within the industry. An endowment of $40,000 to perpetuate these awards is administered by a Committee on Awards representative of the four branches of the industry.

The citation accompanying the award paid tribute to Mr. Thornton for his work as chairman of the codes and standards committee of the National Electrical Manufacturers Association and for his contributions to the art of standardization, code development and safety engineering in the electrical industry.

"His outstanding service has been performed with unfailing enthusiasm and keen personal enthusiasm, always marked by patience, unselfishness and a charmed willingness to take the time and expend the effort to achieve common objectives.

"His experience with code procedures and his intimate knowledge of the National Electrical Code and how it affected the electrical industry enabled him to contribute much to working out a basis for approval of the 1949 Revision as an American Standard.

"He recognized forever the desirability of preparing and handling code revisions in a manner that would permit approval of the revisions as American Standards in order that the Code would continue to receive the widest acceptance and approval by municipal and other governmental agencies.

"His personal efforts have contributed much to the recognition of the industry gained by the International Association of Electrical Inspectors in the electrical industries and have fostered mutual respect and cooperation with other electrical industry organizations."

NPA Plans To Establish Wholesale Trade Division

WASHINGTON—The National Production Authority is planning the establishment of a wholesale trade division to give adequate service and information to that industry. Wholesale businessmen in all segments of the industry throughout the nation were informed of a meeting with NPA officials.

William H. Harrison, National Production Authority administrator, stressed the importance and usefulness of wholesale distribution to the entire economy. "Our defense program is in the making," Mr. Harrison said, "and nobody at this meeting forgets all our other needs." He emphasized that NPA's staff is anxious about trying to avoid serious shortages, trying to give as much advance notice as possible when allocations must be resorted to.

McCoy Will Head Wholesale Div.

The clients under NPA's division for wholesale trade affairs would come. H. C. McCoy, assistant NPA administrator for industry operations, stressed the need for industry cooperation and aid in the establishment of regulations.

George Kelsey, chairman of the Department of Commerce Wholesale Trade Advisory Committee, presided over the meeting. The electrical wholesaling industry was represented at the conference by W. G. Price, Jr., president of the Na-

This is one of a series of Spang ads which are appearing regularly in: ELECTRICAL CONSTRUCTION AND MAINTENANCE; ELECTRICAL WEST; and ELECTRICAL WORLD

Ads Like These

AID YOUR FUTURE SELLING EFFORTS

Teamwork means a lot in selling. That's why Spang gets behind you and aids your selling efforts with ads like the one above. We like to think that as a team we do one job and you do another . . . we make 'em and tell 'em . . . you sell 'em.

These advertisements add "punch" to your selling efforts. They are constantly reminding your prospects about the friendly service you give and the quality products you stock such as Central Rigid Steel Conduit.

SPANG-CHALFANT

Division of The National Supply Company
General Sales Office: Grant Bldg., Pittsburgh, Pa.
District Offices and Sales Representatives in Principal Cities

tional Association of Electrical Distributors; Charles G. Pyle, NAED executive director; Alfred Byers, NAED executive secretary; and the following NAED members: Raymond Rosen, C. J. Zamoiski, P. O. West, L. W. Taylor, and L. M. Nichols.

Peirce Addresses Group

Mr. Peirce told those present at the meeting that apparatus and supply inventories are down 20 per cent since June 30 and that supplies from manufacturers are unbalanced. In the appliance field, he said, such items as refrigerators are selling as fast as they are received; radio equipment is in relatively short supply; and inventories of television sets are unbalanced. He recommended against any controls in addition to Regulation W.

Speaking for the hardware dealers, John H. Mize, president of Blish, Mize & Silliman Hardware Co., Atchison, Kan., urged a synchronization of all types of controls to achieve a more orderly total effect. He said that the hardware supply situation is getting progressively worse, but urged that there is no necessity for controls of inventories at the jobber and distributor levels.

E. B. Sydnor, Jr., president of Richmond Dry Goods Co., Richmond, Va., speaking for soft goods trades, said that supplies are adequate and there is no need for inventory controls. He suggested, however, that standby controls should be prepared now against the time when they might be needed, and offered these criteria for their basis: brevity and simplicity, fairness, contribution to maximum productivity, and essentiality to the defense program.

Rural Electrification Loan Funds For 1951 Announced

REA loan fund authorized by Congress reduced under terms of General Appropriations Act for 1951 which calls for savings in non-defense appropriations throughout federal government.

WASHINGTON—The state allotments of electrification loan funds have been determined by the Rural Electrification Administration, the U. S. Department of Agriculture announced recently.

Determination of the allotments was delayed pending announcement by the Bureau of the Budget of the reductions made under the terms of Section 1214 of the General Appropriations Act for 1951 calling for savings of $550,000,000 in non-defense appropriations throughout the government.

For the 1951 fiscal year, Congress authorized an electrification loan fund of $350,000,000. The Bureau of the Budget has announced that $66,426,500 of this will be impounded, leaving $283,573,500. One-half of this amount has to be earmarked for the states. (Under the Rural Electrification Act of 1936, one-half of the loan funds made available annually by Congress are allotted to the states in proportion to the number of unelectrified farms in each state.)

The remaining $141,786,750 and the $29,140,279 in carry-over funds to be used from 1950 loan funds are available without state allotment, except that not more than 10 per cent of these unallotted or so-called "discretionary" funds may be lent in any one state during the year.

On the basis of the $312,713,779 to be used for electrification loans after the reduction, the announcement stated that the rural electric borrowers will be able to continue their programs for extending electric service without material handicap. A total of $375,000,000 was lent in fiscal 1950 and $449,000,000 in 1949.

REA's administrative appropriation, which was $8,350,000, was reduced by $128,250. This is being applied to electrification loan activities.

Telephone loan funds of the REA are not subject to the allotment provisions of the Rural Electrification Act of 1936. Congress authorized $32,500,000 for the 1951 fiscal year. The carry-over from 1950 amounts to $21,573,500. The reduction under Section 1214 totals $19,073,500. This means that REA will have $35,000,000 available for telephone loan funds in fiscal 1951.

In another announcement, the U. S. Department of Agriculture revealed that memberships in farmer cooperatives continued their upward climb in the 1948-49 marketing season. According to recent estimates of the Farm Credit Administration, memberships increased a half million over the previous year to total 6,384,000.

The 10,075 farmer cooperatives used in the survey did an estimated $7.3 billion business by marketing what farmers produce and over $2 billion by purchasing supplies. The 1948-49 business was an 8 per cent increase as compared with a 21 per cent increase during the previous season, it was announced.

Minnesota led all the other states in three ways. Its 1,284 cooperatives with headquarters within the state represented 615,000 memberships and accounted for a $849 million business. In estimated business, California and Illinois followed Minnesota. In number of memberships, Illinois and Wisconsin ranked second and third. In number of twigs, Wisconsin and Iowa placed second and third.

1951 State Allotments of REA Electrification Loan Funds

Alabama	$4,516,973
Arizona	229,360
Arkansas	6,070,920
California	371,940
Colorado	712,548
Connecticut	4,401
Delaware	65,833
Florida	1,808,303
Georgia	1,707,793
Idaho	78,683
Illinois	1,006,686
Indiana	340,784
Iowa	1,654,985
Kansas	6,419,273
Kentucky	9,230,037
Louisiana	3,427,731
Maine	1,598,481
Maryland	201,724
Massachusetts	149,797
Michigan	268,438
Minnesota	4,062,477
Mississippi	19,624,830
Missouri	10,121,954
Montana	1,878,361
Nebraska	5,301,339
Nevada	197,852
New Hampshire	111,600
New Jersey	25,876
New Mexico	1,806,014
New York	1,118,638
North Carolina	5,784,359
North Dakota	5,437,758
Ohio	146,453
Oklahoma	9,383,530
Oregon	55,624
Pennsylvania	1,621,540
Rhode Island	704
South Carolina	3,552,357
South Dakota	4,830,297
Tennessee	7,289,891
Texas	8,894,148
Utah	851,432
Vermont	645,307
Virginia	2,741,586
Washington	227,776
West Virginia	3,612,909
Wisconsin	2,099,976
Wyoming	510,472

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From coast to coast and border to border, MITCHELL MODULE is lighting America's stores, offices and institutions. MODULE has conclusively demonstrated its amazing adaptability to *all* commercial lighting demands—has proved its ability to provide smooth, custom-fitting, high-efficiency lighting at unprecedented low cost.

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CUTTING the ribbon to open the recent G. E. Traveling Lighting Clinic at Allentown, Pa., is Fred Waring, noted band leader. Others in photo at left are General Electric sales executives and officials of the Pennsylvania Power and Light Co.

the local electric utility that co-sponsored the show. Shown in photo at right is part of the crowd of 400 electrical wholesalers' salesmen and electrical contractors who participated in launching the Traveling Lighting Clinics of 1951 at Allentown.

1951 Lighting Clinic Previewed At Allentown

ALLENTOWN, PA.—Four hundred electrical wholesalers' salesmen and electrical contractors were among the more than 2000 local businessmen and educational leaders who attended the G. E. Traveling Lighting Clinic held November 13-16 in this city. Co-sponsors of the four-day activity were the General Electric Co. and the Pennsylvania Power and Light Co.

Hailed as the preview of the 1951 Traveling Lighting Clinics—one of which will take place at Phoenix, Ariz. early next year, the Allentown clinic was made possible by trucking two or specially constructed demonstration units—portable display booths, a pumped shaft electric car, central facilities, and other "props" from G. E.'s New York headquarters.

The sessions at Allentown and also at Harrisburg, Pa., where another lighting clinic took place in November were devoted to the latest lighting applications and techniques for the following five major fields: shop, office, school, industrial and residential. Special attention was given to the role that light can play in aid the farmer and his wife. G. E. lighting engineers from New York joined with staff members of the Pennsylvania Power and Light Co. to make the presentations at the various sessions.

Instead of "drawing" to the usual mixed audience, the clinic aims by sessions at specific groups. Thus, when a group of school officials or farmers attended its session, each group is exposed to educational presentations on lighting applications made to its field.

Wholesaler's Warehouse Gutted By $75,000 Fire

NEWARK, N. J.—Sweeping through the building before the fighters could get it under control, a fire completely gutted the main warehouse of the Rotaflex Electric Supply Co., electrical wholesaling firm of this city, causing an estimated $75,000 damage.

The fire started in an oil stove on the second floor where the company had living quarters rented to tenants. According to Norman Krug, co-owner, the firm is planning to rebuild the warehouse as soon as possible.

Private Utilities Ready To Meet Defense Needs

That they is going to be able to meet the needs of our semi-mobilized economy today—or an all-out war economy tomorrow—was established by a survey recently conducted by the Edison Electric Institute. Findings of the survey, the eighth made on a semi-annual basis since 1947 by EEI, include:

• By the end of 1950 some 8½ million kilowatts of new generating capability will have been added. In the last four years about 20 million kilowatts have been added—equal to approximately 30 per cent of the industry's total generating capability in 1946. At the end of 1951 electric companies will have over 73 million kilowatts of generating capability.

• Orders have been placed by the nation's electric utilities for a vast amount of new heavy electric power equipment over and above that previously on order and scheduled for delivery. During the six months following April 1, 1950 the aggregate capacity of new equipment ordered totaled 8,000,000 kilowatts. Added to the amount on order as of April 1, the total is 21,000,000 kilowatts. By the end of 1953 the private electric power industry will have invested about $13 billion for new plant and equipment over the preceding eight year period.

• Reserve margin of generating capacity during December is on the order of 7½ million kilowatts or 12 per cent—slightly lower than 1949's margin of 8 million kilowatts or 14 per cent. Reserve margins this year are expected to be less than 12 per cent in only two areas: in the Southeast region, exclusive of TVA, a minimum of 6 per cent is indicated; in the Pacific Northwest, the eastern division shows a margin of about 12 per cent, but there is an indicated deficiency of 2½ per cent in the western division. Power can be supplied from adjacent areas to take care of requirements that may arise in the TVA and substantially so in the Pacific Northwest.

• If our economy continued to expand on a semi-mobilized basis as it is now doing, and if the projected growth of generating facilities (allowed to proceed as planned), reserve margins will show successive increases, reaching 14½ per cent in 1951, 18 per cent in 1952, and 20 per cent in 1953.

• If all-out war comes, it would call for reducing total capability about 5 per cent as protection against transmission outages. Loads would increase somewhat and the estimated 1951 margin of 14 per cent would drop to 7 per cent.

• If, for example, a power station in the heavy industrial area of Ohio or Pennsylvania were bombed or sabotaged, electricity could be diverted to the stricken area through cross-connections and power

(Continued on page 93)

DURABLE • DEPENDABLE

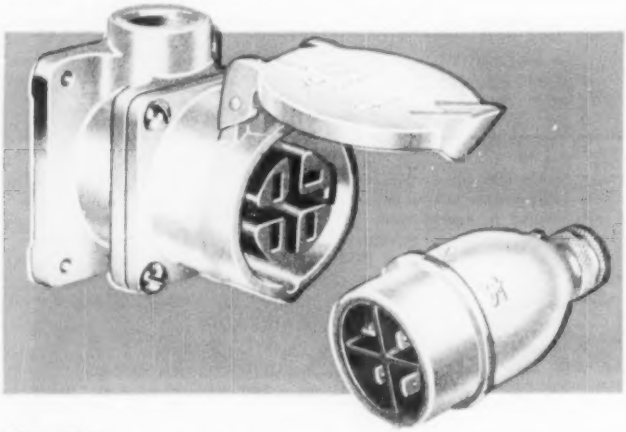
PYLE-NATIONAL

Heavy Duty Plugs and Receptacles

1, 2, 3, 4, 6, 8 pole interchangeable contact units

FOR PORTABLE ELECTRICAL EQUIPMENT

Pyle-National plugs and receptacles are built to withstand the most severe operating conditions, as proven by years of remarkably dependable service in a wide variety of industrial applications. The many substantial construction features of this extensive line of plugs and receptacles and the high quality of materials and workmanship insure safe operation, uninterrupted service and long life.



QuelArc • ***Circuit Breaking Series*** Unique partitioned insulation provides long insulated paths through air and across surfaces for exceptional protection in these current rupturing devices. Galvanized cast metal housings, bakelite insulation and individually renewable contacts insure long service life. Ratings 20, 30, 60, 100 and 200 amperes, 250 volts DC, 600 volts AC—2, 3, and 4 pole—grounded through shell or extra pole. Threaded cap, plain and hinged spring door housing styles are available.

Triploc ***and Multiple-Circuit Series*** A line of exceptional versatility, unequalled in the heavy duty field, with a virtually unlimited number of assembly combinations for varied applications. Offers a selection of 1, 2, 3, 4, 6 and 8 pole contact units which are interchangeable and reversible in any single set of housings. Many types of single housings available of pressed steel with automatic lock and of cast metal threaded for watertight gasket seal. Multi-Circuit housings—2, 3 and 4 gang—available for combinations up to 32 poles. Ratings 15 and 20 amperes, 250 volts DC, 460 volts AC—circuit breaking. Pressed steel fusible and fuseless plugs measure 4⅝" outside diameter.

Midget Triploc ***Series*** Same construction features as Triploc except for much smaller outside diameter of plug shell—only 1¾". Interchangeable and reversible contact units—2, 3 and 4 pole—are of the flat blade type. Rated 10 amperes, 250 volts; 15 amperes, 125 volts.

2-Gang Receptacle

Fusible Plug

Fuseless Plug

General Purpose ***Series*** Available with cast metal housings in many types for circuit breaking and disconnect service. 30 amperes, 125 volts DC, 250 volt AC—1, 2, 3, 4, 5 and 6 pole, 60 amperes, 250 and 600 volts—3, 4 and 5 pole. 100 ampere, 250 and 600 volts—2, 3 and 4 pole. Also many special types, fusible and fuseless, for varied applications.

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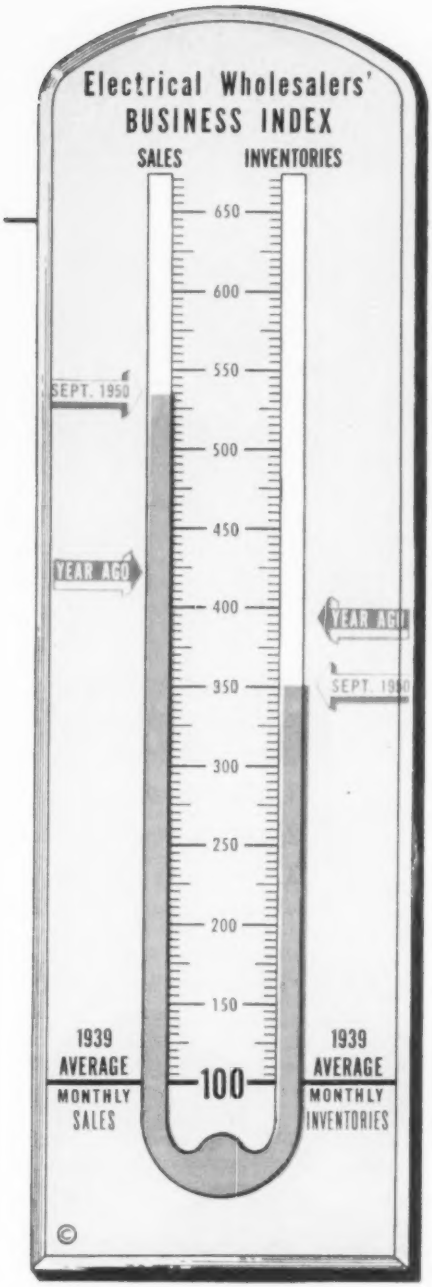

ELECTRICAL WHOLESALING

THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION

A McGraw-Hill Publication

Electrical Wholesale Distribution

For the Month of September 1950

SALES Although September sales of electrical goods wholesalers, all classes of houses combined, registered a decline of 10 percent below the previous month, they were 30 percent above the sales of September, 1949.

All classes of houses reported sales declines. Full-line wholesalers reported sales off 12 percent, wiring supplies and construction materials distributors showed sales down 4 percent; sales of appliances and specialties wholesalers were off 3 percent.

Compared with September one year ago, full-line wholesalers reported sales up 35 percent, wiring supplies and construction materials distributors up 47 percent; appliances and specialties wholesalers up 50 percent.

Cumulative sales for the first nine months of 1950 indicated an increase of 23 percent above the first three quarters of last year.

INVENTORIES According to reports of electrical goods wholesalers of all classes, September 30, inventories (valued at cost) were 6 percent higher than the previous month but were 2 percent below inventories one year ago.

Compared with the previous month, full-line wholesalers reported inventories up 6 percent; wiring supplies and construction materials distributors up 4 percent while appliances and specialties wholesalers reported an increase of 9 percent.

In comparison with the same month one year ago, inventories of full-line wholesalers were lower by 6 percent; wiring supplies and construction materials distributors reported inventories 15 percent higher; appliances and specialties wholesalers reported inventories up 11 percent.

At the current rate of sales, stocks on hand at the end of September (all classes of houses combined) represented 29 days of business, about 4 days' supply more than the previous month.

The position of these monthly index indicators is determined by tabulation of hundreds of reports from an identical group of wholesale distributors, located throughout the U. S. who furnish reports regularly. The figures are compiled for ELECTRICAL WHOLESALING by the Bureau of the Census of the U. S. Department of Commerce. The National and Regional analyses which follow include the reports from a much larger but less regularly reporting group, and the percentages arrived at do not always check exactly with the index position.

The Editor

only 3 simple things to do

1. *Mount the Device*
2. *Run the Wire*
3. *Connect the Terminals*

NEW all-plastic devices make a great line, the COMPLETE line

Bases made of arc-resisting urea compound

Cat. No. 8666
Keyless Lampholder

Cat. No. 8668
Rosette

Cat. No. 8667
Pull Lampholder

Cat. No. 8670
Duplex Convenience Outlet

Cat. No. 8662
Junction Box

FOR SURFACE WIRING

New has been added

now P & S offers new all plastic devices in the SURFEX line . . . in addition to the porcelain-base devices

NOW, P&S, the pioneers of surface wiring devices, give you a *Complete Surface Wiring Line* — including both ALL-PLASTIC devices and PORCELAIN-BASE devices.

For Use with Non-Metallic Sheathed Cable

The new, lighter, ALL-PLASTIC Surfex devices are designed for general purpose surface wiring in locations where there is no excessive moisture or dust. All current carrying parts are mounted on urea plastic bases having high resistance to arcing and tracking.

The Original PORCELAIN-BASE Surfex devices are designed for all surface wiring and are especially suited to locations where excessively humid and extremely dusty conditions are encountered. In these devices all current carrying parts are mounted on porcelain — the perfect insulator, which will not support arcing or tracking.

Whether you prefer the new, ALL-PLASTIC, or the original PORCELAIN-BASE devices — you can be sure of the same easy-to-wire features — the same precision-built, long lasting quality. All switches are U-rated. All outlets have double grip contacts. All P&S Surfex devices have buss-bars for third wire or feed-thru connections — large wiring chambers for cross-overs — knockouts for No. 12 or No. 14 standard non-metallic sheathed cable, 2 or 3 wire — also smaller knockouts for knob and tube wiring — easy wiring terminals, no wire loops or splicing necessary — large No. 8 screws for easy mounting. All devices meet or exceed R.E.A. and Government Specifications.

For catalog information on THE COMPLETE P&S SURFEX LINE, mail the coupon today.

P&S TRADE MARK

the original porcelain-base SURFEX line

Cat. No. 666
Keyless Lampholder

Cat. No. 668
Rosette

Cat. No. 661
Single Pole Feed-Thru Switch

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Duplex Convenience Outlet

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Yes: I'd like more information on the complete P&S Surfex line. Send it right away to:

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City _____ Zone ____ State _____

PASS & SEYMOUR, Inc., 89 Boyd Ave., SYRACUSE 9, NEW YORK

IT'S P&S SURFEX

Electrical Wholesale Distribution

REGIONAL ANALYSIS

CONSIDERED regionally and with all classes of houses combined, decreases in sales volume were reported for September, 1950, compared with the previous month in all regions. Largest decreases were reported in the East South Central, West North Central and East North Central regions—17, 13 and 12 percent respectively. The South Atlantic region reported the least decline, 5 percent. Other regions approximated the national average of down 10 percent.

Cumulative figures of sales volume for the first 9 months of 1950 compared with the same period one year ago showed all regions reporting gains. New England holds the lead with sales 33 percent ahead of one year ago.

Inventories compared with the previous month were increased in all but two regions. New England reported inventories down 1 percent while the Mountain region showed inventories lower by 4 percent. Largest increase in inventories was reported by the East North Central region, 10 percent.

SEPTEMBER, 1950

Figures in this table apply to the geographic divisions as outlined and numbered in white on map above.

SALES September 1950 Compared in % with		Trading Region (See Map)	INVENTORIES September 1950 Compared in % with	
Aug. 1950	Sept. 1949		Aug. 1950	Sept. 1949
— 9	+51	1	— 1	— 9
— 9	+39	2	+ 8	+ 7
+12	+42	3	+10	+ 1
—13	+23	4	+ 5	+ 2
— 5	+50	5	+ 8	+ 2
—17	+35	6	+ 8	+ 2
— 7	+35	7	+ 6	— 7
—10	+38	8	— 4	—12
— 8	+37	9	+ 3	—16

STATES COMPRISING GEOGRAPHIC DIVISIONS: REGION 1—Maine, N. Hamp., Vt., Mass., R. I., Conn.; REGION 2—N. Y., N. J., Penn.; REGION 3—Ohio, In., Ill., Mich., Wis.; REGION 4—Minn., Iowa, Mo.; N. Dak., S. Dak., Nebr., Kans.; REGION 5—Del., Md., D. of C., Va., W. Va., N. C., S. C., Ga., Fla.; REGION 6—Ky., Tenn., Ala., Miss.; REGION 7—Ark., La., Okla., Tex.; REGION 8—Mont., Idaho, Wyo., Colo., N. Mex., Ariz., Utah, Nev.; REGION 9—Wash., Ore., Calif.

Faster turnover ...higher profits

with flexible *Pushmatics*

1 Here's how it's done. You give Contractor correct basic Electri-Center box and . . .

PUSH—it's ON!

PUSH—it's OFF!

PUSH—it's ON again!

Push-button switch with automatic protection for electric circuits

REVOLUTIONARY Pushmatics are identical in size and contour, regardless of rating or type. They are just as easy to stock and install as fuses, yet offer the outstanding advantages of automatic protection and push-button switching.

There's a Pushmatic to meet every load condition: THERMAL MAGNETIC or THERMAL MAGNETIC with exclusive AMBIENT COMPENSATING FEATURES. They are available in ratings of 15, 20, 30, 40 and 50 amperes, 1 pole, 120 V., or 2 poles, 120-240 V., AC. From 2 to 40 circuits.

Write today for complete descriptive bulletin with prices on PUSHMATIC Electri-Centers.

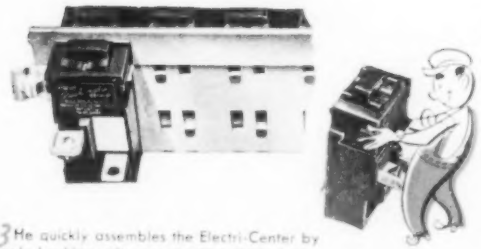
BULLDOG ELECTRIC PRODUCTS COMPANY

DETROIT 32, MICHIGAN • FIELD OFFICES IN ALL PRINCIPAL CITIES
IN CANADA: BULLDOG ELECTRIC PRODUCTS OF CANADA, LTD., TORONTO

2 additional Pushmatics of the desired rating and type from your shelves.

BULLDOG

HEADQUARTERS FOR ELECTRICAL DISTRIBUTION



3 He quickly assembles the Electri-Center by simply hooking units on mounting rib and connecting to bus bars with screwdriver.

4 You give customers faster delivery and keep stocks to a minimum for a faster, more profitable turnover.

OVER 60 TYPES

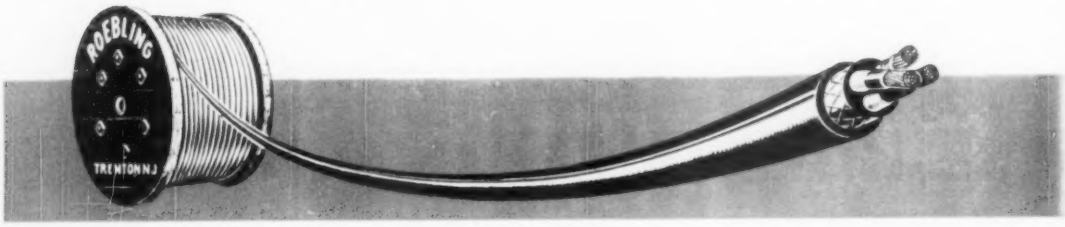
of wires and cables

A BIG HELP

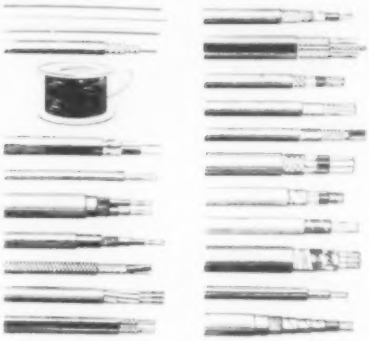
in filling orders

MORE BUSINESS

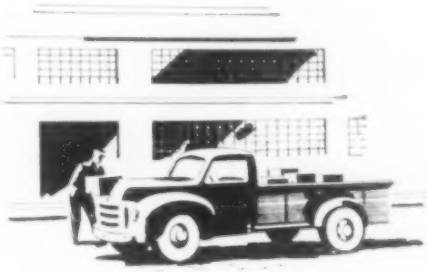
through sales cooperation



ROEBLING supplies a complete line of electrical wires and cables . . . and from copper wires to protective jackets they are completely made in Roebling's own plants. Roebling distributors are thus always sure of supplying wires and cables of unsurpassed quality, and backed by the best known name in wire! There's prestige in selling Roebling. It brings customer-satisfaction and repeat business. And there's always a big advantage in having one *chief* supplier who is alert to your interests and boosting for your success.



FROM COAST TO COAST, there are Roebling warehouses in all strategic areas...and Roebling is making every effort during the current period of raw material shortages to keep them stocked with standard electrical wires and cables. This means that wherever you are located, Roebling will try to supplement your own stock and to give you the sort of delivery service that you need. Such cooperation has always helped distributors hold old customers and win new ones. You may be sure that during the present shortage everyone at Roebling will do his best to help you fill orders.



ROEBLING helps distributors build sales through two active programs. *One of these is advertising.* Hundreds of full page advertisements are run in trade papers and in "Fortune," "Business Week" and "Newsweek" telling about the *extra* dependability and economy of Roebling products...*The other sales help* is the cooperation that Roebling engineers and technical staff are always ready to give in helping you recommend the best wire for special requirements, and in finding the answer to technical problems.

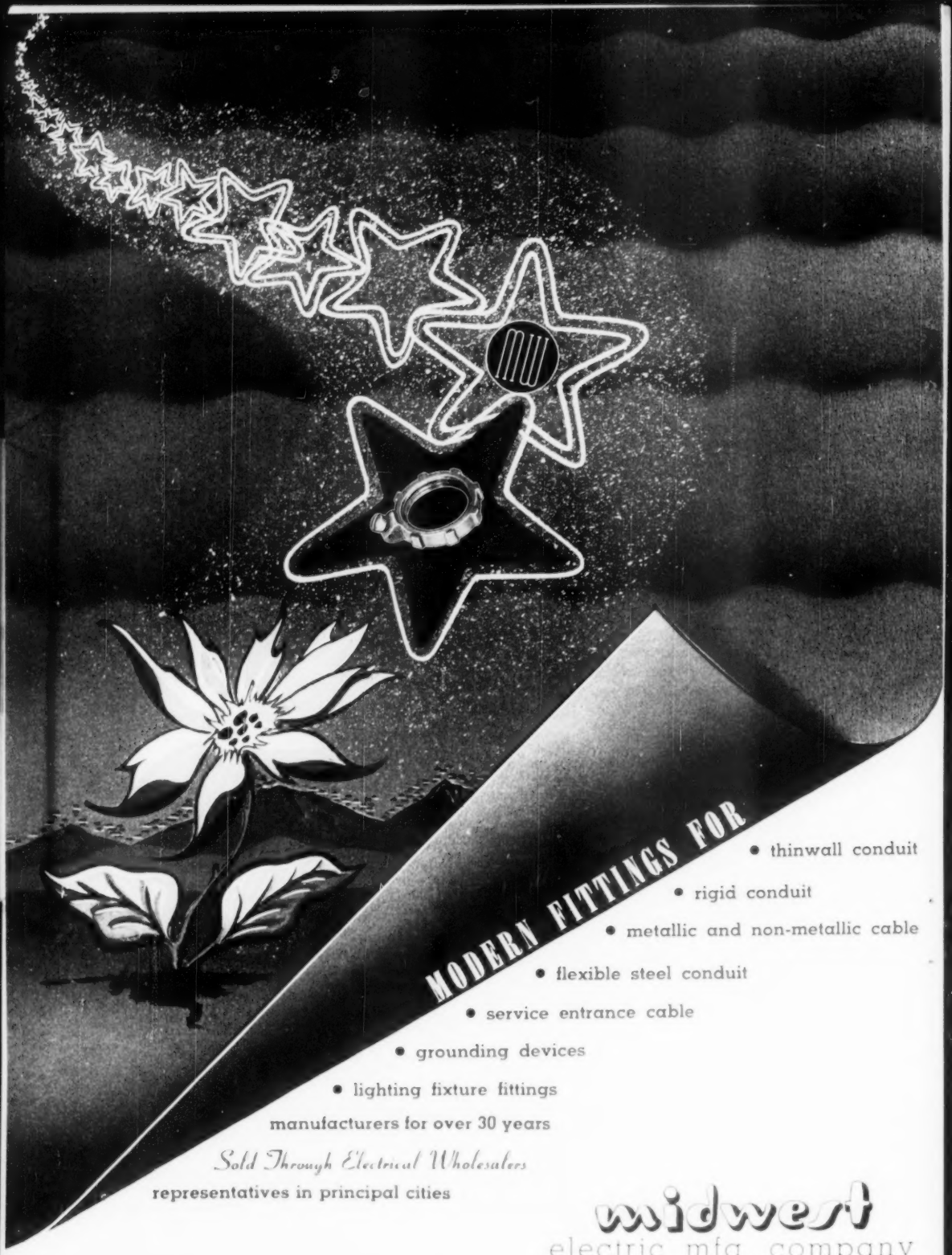
JOHN A. ROEBLING'S SONS COMPANY, TRENTON 2, NEW JERSEY

JAR ROEBLING

BRANCH OFFICES AND WAREHOUSES IN PRINCIPAL CITIES

Atlanta, 934 Avon Ave. ★ *Boston*, 51 Sleeper St. ★ *Chicago*, 5900 W. Roosevelt Road ★ *Cincinnati*, 2253 Fredonia Ave. ★ *Cleveland*, 700 St. Clair Ave., N.E. ★ *Denver*, 4001 Larkin St. ★ *Houston*, 6236 Navigation Blvd. ★ *Los Angeles*, 216 S. Alameda St. ★ *New York*, 19 Rector St. ★ *Philadelphia*, 15 S. Twelfth St. ★ *San Francisco*, 1430 Seventeenth St. ★ *Seattle*, 900 East Ave., S.

ROEBLING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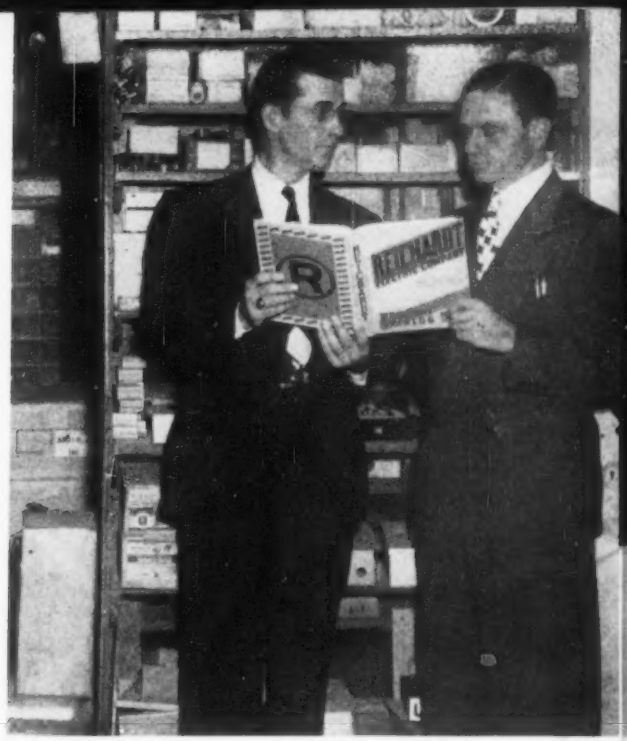


WHOLESALER'S salesman Herman Trauernicht (left) explains merits of item in Reichardt Electric Co.'s catalog to a contractor customer.

Call It Selling

Or What You Will.....

Flexible Technique Gets The Orders

By Herman Trauernicht
As Told to
C. Thomas

SALES engineer Herman Trauernicht, of the Reichardt Electric Company, Houston, Texas, after 4½ years in the territory still manages to keep increasing his dollar volume consistently. In every month, he has shown an appreciable increase over the same period of the previous year. The most recent month reported, he bettered his 1950 dollar volume by 27 percent over the same month for 1949!

In spite of the record, Trauernicht admits he is no salesman.

"Gosh!" he exclaimed. "My customers just give me their business voluntarily. If I had to sell them, I'd starve to death!"

Obviously, Trauernicht, like many other salesmen, has a very rigid conception of the word "selling." The many books on the subject are partly to blame for the misconception. In many instances the readers are led to believe the points brought out are based on psychological truths when they are often based on word shuffling.

Fact is, psychology can't be reduced to that level. Psychology is a study of the nervous system and its reaction to stimuli. Selling has a flexible connotation, and in its broader sense, can only mean the exchanging of things of value between two or more people. And the technique involved can, and must be, as varied as the individuals themselves.

For illustration, Trauernicht walked in on a small town contractor.

"Get to h— outta here, you So-and-So!" shouted the contractor. "Don't want a damned thing you got!"

"That's fine!" Trauernicht answered in the same tone of voice. "Your credit's been shut off, anyway. Why in h— don't you pay your bills?"

This cross fire continued for some ten minutes, before the contractor said in a changed voice, "Let's go get some coffee!"

In the coffee shop, the contractor

and Trauernicht talked over a sizeable order that was forthcoming.

Contrast this with one of Trauernicht's best counter goods accounts. The owner of this hardware store is also a rather staid mayor in a staid small town. One month he made out a check, but forgot to drop it in the envelope. Fifteen days later, he received a formal, routine past-due statement. Offended, the man's dignity reduced to a low level, he refused to give Trauernicht an order for over a year.

This man wanted his relations with salesmen to remain on a formal, impersonal plane. What if Trauernicht had offered him the same treatment the contractor invited?

"Right away," said Trauernicht, "the customer lets you know how he likes to be handled. You can't treat all of them alike."

Trauernicht finds that the vast majority of small town customers prefer to deal with the conversational, time-on-my-hands type salesmen.

Time for Chatting

"They yearn for a sympathetic audience," said Trauernicht. "It's traditional!" They have an urge to unload . . . air their views and opinions with someone in the industry. And this permits the salesman to get closer to his country accounts than the average city account where everybody is proverbially pressed for time!"

Trauernicht works both city and country territory . . . spending three days of each week out and two days in the city.

"But I seldom write any worthwhile orders in the city," he said. "They're pleased to usually! Keeping the contacts alive is of great importance, though!"

And there are more ways than one of keeping these contacts productive.

Trauernicht makes it a point to know the entire personnel of his accounts. "The average owner," said Trauernicht, "doesn't seem to appreciate a salesman reserving his courtesy for him alone. They resent having their employees treated abruptly or be ignored."

Trauernicht becomes friendly with them all. Often, the buyer in a hurry will instruct his secretary to order up certain items without specifying any certain house. "And the secretary is going to throw that business to the salesman who has won her friendship," said Trauernicht.

THIS secretary to a contractor considers Mr. Trauernicht as a friend, not just another salesman who calls on her boss. As a result of his friendliness, orders that could go to another electrical wholesaling house go instead to the Reichardt Electric Co.

"Don't be misled. Trauernicht doesn't pestiferous. He's a likeable fellow who likes to be liked. His friendly approach remains within the bounds of good taste, and it's sincere, though it may have been groomed and cultivated. And it pays big dividends!"

A likeable person is welcome everywhere . . . and he has to safeguard himself against taking advantage of it.

Nearly all of Trauernicht's accounts give him the privilege of assisting them with checking their current inventory on specific lines often while they themselves are busy with a customer.

"Usually write my own orders," he said. "But before I send the order in, the buyer reads and okays it. And I tell them how many items they have on hand at the time. I don't pad the order!"

Trauernicht claims customers can not be pushed . . . and made to like it. They know what they want . . . and how much. If they didn't they would be poor business men, and, hence, a poor credit risk."

But it requires a little understanding for a salesman to accept gracefully the fact that some of his best accounts give competitors nice orders, too.

"My customers buy for theirs," said Trauernicht. "They buy according to current demand and need. I am happy when they try to sell my lines on 'open call' in preference to others."

Trauernicht never knocks another or another's product. "Every sensible buyer resents a knocker," he said. "It's a rank confession of selfishness, that's all. Some lines are more popular with some dealers than others . . . and the dealer has little to do with the unpopular ones. He wants to satisfy his customers by selling them what they want. I try to look at it broadmindedly. This saves a lot of ill feeling that otherwise could develop . . . and, as a consequence, cause many accounts to drift away."

Trauernicht likes to work a regular schedule . . . but it isn't always possible. For example, Du Pont is

CONGRATULATIONS are offered to H. F. Reichardt (second from right), president of Reichardt Electric Co., by J. G. Johannesen, who served in a special consulting capacity for the N.A.E.D. for the high standards maintained by his sales organization. Looking on are Mr. Trauernicht (far left) and Earl Edgley (far right), assistant general manager.

building a new plant in his territory. It is a big job. In the past six months buyers have been changed three times. So he has to keep in close contact. Knowing in advance he will be late, he drops his accounts a card — giving them the exact day and approximate hour he will call on them.

"A disappointed account," he said, "is never a happy one. The average small town dealer gets into a set routine and hates to be shaken out of it."

Contractors in this part of the country don't go in much for counter goods.

A. F. E. Murray, Jr., said: "You can't expect us hard headed contractors to get very enthused about counter sales. Neither our thinking nor our operation is geared along those lines. We stock a few items more as an accommodation to our customers."

Knowing the territory thoroughly then, is a big asset. And this doesn't mean being able to find one's way around without the aid of a road map.

Appliance shops and hardware stores are the outlet for electrical housewares items. And this does not mean ALL hardware stores, nor ALL appliance shops.

The hardware store that caters to women buyers are logical prospects — those with a gift department. Some major appliance shops do not count shop traffic. They depend on outside salesmen and use the shop for headquarters and warehouse. They would not be good prospects — so why waste time?

But Mading's, for example, operates a chain of drug stores in Houston. Trauernicht figured that one of their stores in a downtown office building would be a good outlet for fans. And it is.

"And they are currently doing a marvelous job with our new line of fluorescent sun lamps," Trauernicht said. "Due to their success with fans, they put a girl demonstrator on the sun lamps."

Of course, Trauernicht could not function as he does without the sanction of his firm.

"We are not a high pressure firm," said H. F. Reichardt, president. "Our salesmen aren't trained agent to go and force the customers to trade with us. Our salesmen's conduct must be governed so it will induce people to want to trade with us — through them."

Then Mr. Reichardt went on to explain that Trauernicht did a wonderful selling job on a new iron just added to the line.

"Our assistant general manager, Earl Edgley, — said Trauernicht, "schools us salesmen to present a product in such a manner that our customers can use the same material to sell his. In this way we are not coercionly selling — but imparting worthwhile information. So you see, I actually don't sell anything."

Here, again, we are faced with the opinion that selling is wound up in a subtle process of forcing the buyer against his will. It can't be done successfully nor consistently. And whether Trauernicht sells or not, by using the methods described he is increasing his dollar volume.

"Selling by any other name could mean the same thing. In the final analysis, it's the results that count, not the fitting word to name it."

Wide World Photo

"Americans Must Make Their Decision and Stick To It For Years To Come"

IN talking to Americans, I feel free to go straight to the point in discussing the mobilization of our strength for world security.

Our armed forces know what is needed. Our citizens know that they want security. The time for endless debate and difference of opinion should reach an end. We must settle on a firm foundation for our actions in the immediate future and then carry out our security program without hesitation or vacillation.

THE MOBILIZATION OF FREE MEN

The mobilization of free men involves a long drawn-out and intricately planned business and the longer the necessity continues, the more severe will be the test of the character of the men and nations involved. With each succeeding month, with each succeeding year, there will be heavier and more pressing demands on the moral and spiritual qualities and powers of our men and women.

The determined quest for security for the world, as we have come to learn, is a heavy burden to be carried along a steep and sometimes bloody road. Only strong nerves and firm resolution will suffice. But while we physically arm, we must keep clearly in mind that it is not the mere possession of weapons that will win the struggle. It will be more the spirit of the resolution to persist to the end that will achieve the ultimate victory, a stable peace.

TO RIGHT A GREAT WRONG

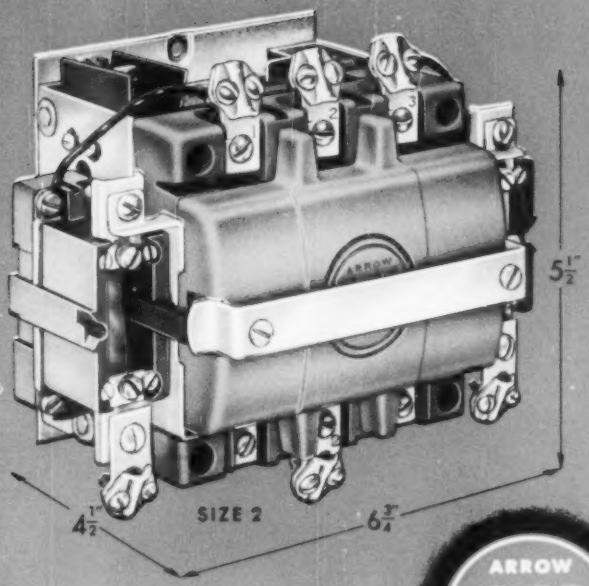
Our thoughts are now dominated by what has been happening in Korea. But we must carry our thinking far ahead to other possibilities.

With regard to Korea I know of no other instance in the history of warfare in which our land, sea and air forces have pulled together so effectively. But what is far more important, I do not recall a similar situation in which free men of the world have combined in the field of action to right a great wrong and to put the unfriendly governments of the world on notice that will now be met by force and there will be no appeasement in dealing with aggressors.

We must back our fighting men to the full. We must act now and in the future to prevent further sacrifices and terrible hazards due to failure here at home. The time for debates draws to a close. Americans must make their decision and stick to it for the years to come.

GEORGE C. MARSHALL,
Secretary of Defense

BRING OUT **BUILT-IN PERFORMANCE** OF MOTORS AND MACHINERY

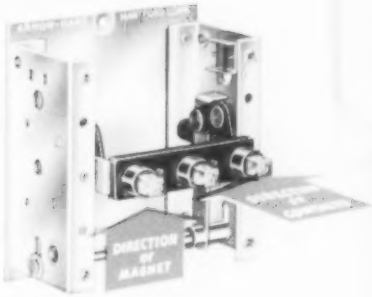


Arrow-Hart "RA" Magnetics teamed with "PPS" Switch provide fully automatic control for Steinle thread generating machine.

NEW TYPE "RA" ARROW AH HART MAGNETIC STARTERS

JUST 1/2 THE SPACE

PLUS EXCLUSIVE NEW "RA" BALANCED MECHANISM



POSITIVE ACTION — SUPERIOR CONTACT ALIGNMENT

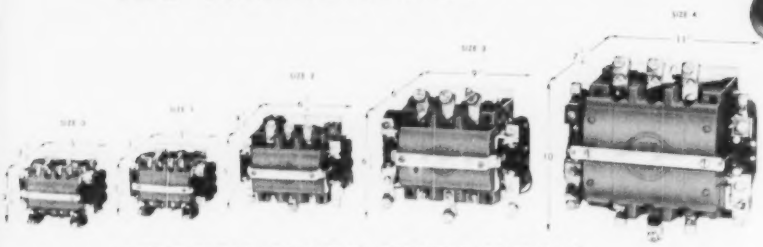
To get the best from your equipment — to bring out its built-in performance, specify Arrow-Hart Magnetic Starters. These new starters, available in sizes 0-1-2-3-4, feature the amazing new "RA" Right Angle Balanced mechanism, exclusive with Arrow-Hart. This mechanism has a knee-action bellcrank fulcrum, which transfers the leverage from a vertical to a horizontal plane, multiplying leverage and increasing contact pressure. Superior contact alignment is achieved through GUIDED parallel closure of contacts. The revolutionary design of the "RA" cuts conventional starter size in half, giving you a new freedom in engineering, new compactness. The extra safe, extra dependable "RA" has new, larger contacts, improved magnet and coil. And it's easy to wire and service. These are only a few of the many features that add up to outstanding performance in Arrow-Hart "RA" Magnetic Starters — features that "bring out built-in performance."

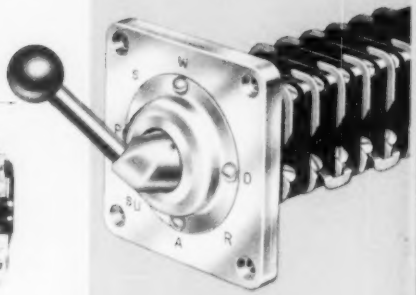
BUY WITH CONFIDENCE *PROFIT BY PERFORMANCE*

THE ARROW-HART & HEGEMAN ELECTRIC COMPANY, HARTFORD, CONN., U. S. A.

ARROW AH HART

MAKE YOUR SELECTION FROM THE COMPLETE LINE

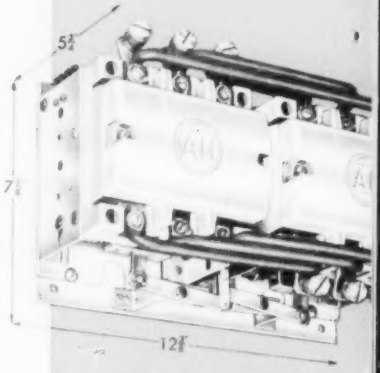




PUSH-PULL SELECTOR SWITCH

ARROW-HART TYPE "RA" MAGNETIC STARTERS

For original equipment designers and manufacturers the Arrow-Hart line of "RA" Magnetic Starters means an overall reduction in the size of the control panel, smaller control equipment cavities, lower material costs. For installation and maintenance men it means a job done easily, quickly, at lower cost. A space-saver, a time-saver, a work-saver, it's the most versatile line on the market, in application and in performance. Investigate it. Specify it. Buy it.



SIZE 2 REVERSING CONTACTOR

PUSH-PULL-SELECTOR SWITCH

Provides a single point of control for a multiple-operation machine. Any combination of momentary contact elements can be arranged. Up to 16 dial positions. Stop or start in any position — move to any point without activating intervening points.

2-SPEED AND REVERSING CONTACTOR

Provides full protection to operator, machine and work. Same features as A-H Magnetic Starters described on these pages. Positive mechanical interlock. Reverse contacts do not start to close until forward contacts are completely open. Switches are coupled by roller-type, free-floating linkage. Free-release transfer action.

DESCRIPTIVE LITERATURE ON REQUEST

Write today for literature and required engineering data on Arrow Hart type "RA" Magnetic Starters and Contactors. Available in local and remote control or selector switch types in sizes 0-1-2-3-4. There is an Arrow-Hart field engineer in your territory to assist you with your industrial motor control requirements. Consult your local electrical distributor or write the factory for engineering service.

ENGINEERING DATA FOLDERS

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HIS farm is among the more than 85 per cent that have power line service today but . . .

Rural Electric Market Looms Large With Many Problems Still Unsolved

Products of the progress made in farm electrification since 1935: "High Lines" will need rebuilding to carry heavier loads. Wiring on farms will demand heavier cables, more circuits. Many farm tasks, still done by hand labor, will be mechanized electrically and—all the while—more motor driven applications and appliances will be needed

By Orval C. French,

Head,
Department of Agricultural Engineering
Cornell University*

MECHANIZATION has been the key to industrial and agricultural development. This is not to argue that mechanization has solved all of the farmer's problems. Farming is too dynamic an enterprise to expect solutions to all problems. It is a highly competitive business as is evidenced by continued searching for methods to reduce unit production costs.

Mechanization has greatly stimulated the application of management methods and principles into farming. It is not sufficient to replace an obsolete machine with a new modern one without considering how the overall operations may need to be modified in order to properly amortize the new machine investment.

It seems to me that one of the

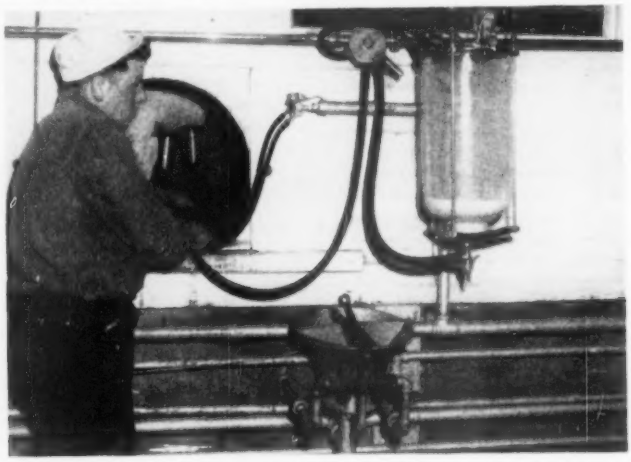
most important problems that farmers have today is in the selection of the proper equipment, and of modifying or changing their operations so that this equipment can be used to reduce their production costs. Too often the equipment merely reduces the labor cost, but increased investment costs may leave overall production costs the same.

Where does electricity fit into this rapidly changing farm business? Fifteen years ago, about 10 percent of the nation's farms were electrified. Today more than 85 percent of our farms have power line service and a number of states have practically no farms without this form of power. As compared to electrical power, man's labor is worth only about three cents per hour. Is it any wonder that farmers are seeking and utilizing electrical power in increasing amounts?

It appears to me that the development and extension of electric service to farms has been the largest single factor in bringing the living standards of farm families up to, and in many, many cases, higher than that of urban families.

Merely looking at statistics, one might conclude that the job of supplying electrical power to farmers is about finished. Such is not the case as I observe it. Many line extensions were installed for a very limited demand measured by present uses. Such lines will soon have to be rebuilt and their carrying capacity greatly increased. It seems very likely that many lines may have to be converted to three phase service.

EGG production costs are lowered through the use of a grading machine which prepares eggs for packaging by sorting them accurately into four different sizes. G.E. photo.



MILKING machine has been an outstanding electrical development, especially pipeline milkers which eliminate the carrying of milk from the cow to its storage. REA photo.

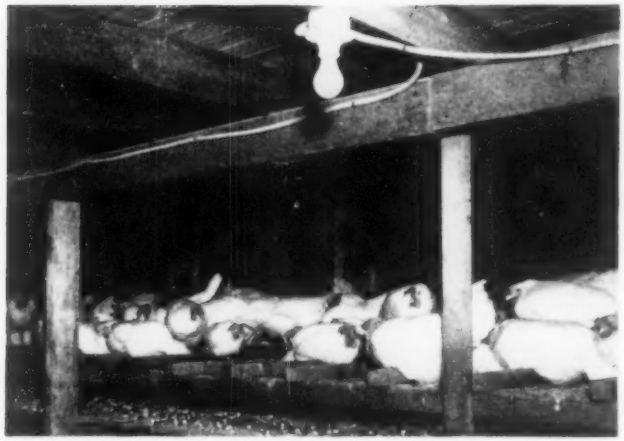
SALE of such items as electric hot water heaters is a natural follow-up to sale of cost-cutting and labor-saving equipment to farms. REA photo.

A high percentage of farm buildings in New York State, and I suspect in many other states, were wired for lights and very small power units. The job of rewiring for safe and efficient operation seems to never get completed.

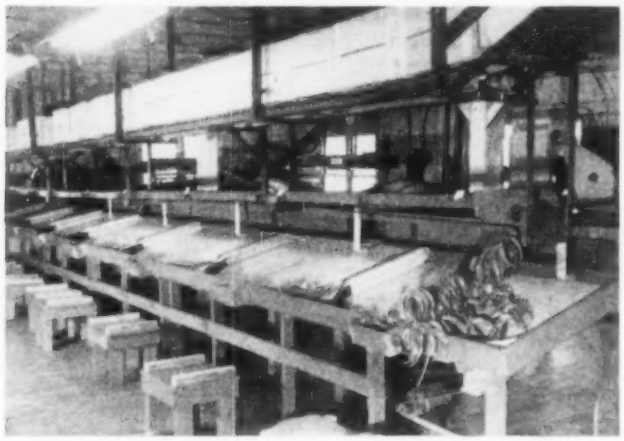
The trend in the average annual electrical consumption on New York farms has been almost a straight line increase during the past five years. It was approximately 2000 Kwh per year in 1945 and last year was 3400 Kwh. These figures are only indicative of the fact that farmers are making use of electricity at a rapidly increasing rate. It is my firm conviction that this trend will continue for a considerable time in the future.

In 1951, New York State will celebrate the occasion of 50 years since establishment of the first rural power line in the state and we believe the first in the United States. A lot of progress has occurred during this period, but I sincerely believe we have made only a fair start.

An adequate wiring system for farms is and will continue to be a chronic problem for many years. If we could get more farmers aware of the inefficiencies and hazards of inadequate wiring, our rural electric contractors would be snowed under with work. Incidentally, there is a very big education job for someone



PRODUCTION of eggs is stimulated, particularly on short winter days, by means of poultry house lighting—which is most effective when controlled by a lighting timer.



PARTIAL farm processing of products before marketing is a growing trend, utilizing such equipment as the above automatic peach grading and washing machine. G.E. photo.

in providing rural contractors with proper understanding of farm wiring requirements.

A much more effective job has been done in developing labor saving equipment for field work than has been done around farm buildings. Those of us in the northeastern states are perhaps more conscious of this fact because of the importance of dairying and poultry enterprises. For these two production enterprises an extremely high percentage of the labor requirement is spent in and around the buildings.

Investment in equipment for work in these buildings is very much less than for field equipment on such farms. A tremendous challenge exists for the development of labor saving equipment for both dairy and poultry operations.

Let us take a look at what has been accomplished in recent years and also do a little "star gazing" for the future.

The milking machine has been an outstanding development for dairy farmers which really became accepted only after electricity was provided.

Improvements in milking methods are continually taking place which is evidence to me that the ultimate has not been reached. Milking parlors are reducing the energy required by the operator. It makes for labor efficiency in that one man can handle more cows easier and generally faster. Pipe line milkers are eliminating the carrying of milk from the cow to its storage. Bulk cooling and storing of milk is eliminating all hand work and lifting of milk. The adoption of this method, however, hinges on a change in handling of milk from the farm to processing plant. Its widespread adoption will be limited until less costly equipment is developed as herd size is increased.

Systems or methods of housing and handling dairy cattle are undergoing some changes. Loose housing has considerable merit from the standpoint of labor saving in feeding and milking and possible saving in housing costs. On the other hand, a large majority of dairymen are equipped with conventional type structures which because of their permanence, investment, and other factors will continue to be used. We must, therefore, strive to mechanize some of the arduous chores in and around these structures.

The chore of feeding hay, silage, and concentrates to conventionally housed dairy cows has not been improved greatly over many years. True, silo unloaders are available, but farmers are not greatly impressed by the most of these units. Self-feeding silos offer some possibility for loose housing systems. Baled hay has simplified the feeding of this roughage to a considerable extent.

In the harvesting, preservation, and storage of forage crops we have

FARM kitchens offer at least as many electrical sales opportunities—with emphasis on bigger units—as urban and suburban kitchens. REA photo.

a real job ahead in reducing losses encountered in the field and storage as well as reducing handling costs.

One piece of equipment which will contribute a great deal to dairymen is a flexible conveyor type elevator for silage and baled or chopped hay driven by a relatively small electric motor. I am sure this machine will be developed. We are working on it at Cornell and so are some of our commercial friends. It is not a new idea, but the justification for its development is more urgent now than ever before.

Progress Via Electric Power

Artificial drying of farm crops, particularly grains and forage, is receiving a great deal of attention and study. This is one of the most important contributions which can be made to agriculture. It appears that some partial solutions are at hand, but one cannot say the problem is finished until a much higher percentage of farmers are, or can, utilize the method.

Electrical heat, light, and power has meant much to poultry enterprises. Lighting has greatly increased egg production. Power and heating applications have made it possible for great improvement in labor efficiency. Automatic feeding, ventilation, brooding, watering and several other chores have been simplified.

Some of us at Cornell are foolish enough to wonder if we can design poultry houses for the birds and not for the operator. As a result, we have started some studies on pens having 3 foot ceiling heights. Obviously, if this should prove practical it will do so only with electrically operated ventilation, feeding, watering, lighting, egg collection and litter removal systems. We firmly believe that structures costs can be reduced and at the same time increase labor efficiency.

Considerable work is underway in various sections on open pen type brooding by means of a combination of heat lamps and electric floor heat. This system has much in its favor and it may prove economical even though a standby power unit may be required. This latter requirement is not peculiar to electrical systems since other systems also require standby methods.

The field of farm processing and local marketing of many agricultural products is one in which electrical applications are highly essential and which merits much more study. There seems to be little sense in poultry being purchased in New York State, shipped to Chicago and returned to upstate New York markets in frozen form. A considerable number of poultrymen, both individually and in groups, are developing nice local markets for locally processed poultry.

Partial farm processing, such as grading of fruits as to both size and color by means of electronic controls, offers great challenges to the engineer and some progress has been made in this direction. Grading of such products as processed fruits and vegetables by means of a mechanical color definer could result in tremendous savings to the processing industry and the farmer. As long as this grading has to be done by man's eyes there will be wide variations and unavoidable losses will result.

Another farm problem which I never expect to see a complete solution for is that of pest control. We never have found more than a deterrent. Control of insects, diseases and weeds is an annual problem and we continually are faced with the application of poisons which may or may not create a residue problem. For many years, scientists have been searching for a light source and trap which will serve as an economical and safe control of insect pests. There are still possibilities that such a device can be devised. If it can be, it will surely be a blessing to humanity, but possibly a temporary headache for power companies.

Pest Control Possibilities

The control of certain insects and bacteria by means of ultra-sonic radiations is at present more than wishful thinking. It has not yet been proved, but there is considerable evidence some applications such as the treatment of water may be practical.

Some research workers believe that insects may eventually be controlled by means of electronic radiations. This field is so completely beyond my understanding that I hesitate to mention it. However, in the short space of one generation we have witnessed developments which at the start were as imaginative as this may appear to be now.

To date, the internal combustion engine powered tractor enjoys a monopoly for field uses. Is it beyond all reason to think that eventually someone may devise a battery or accumulator which may be a practical source of power for a tractor? Or that ultimately wireless transmission of power may be feasible? It sounds like comic book talk now, but so did Edison's ideas at one time.

Big Lighting Job Ahead

The use of light radiation has had many farm applications, some of which have been mentioned. Plant growth response to light is being commercially used to good advantage in florist crops. If we knew how to measure and control certain variables, perhaps certain lights and their application might solve some of our dairy cattle sterility problems.

While speaking of lights, I am certain that farm home and farmstead lighting problems have not been entirely solved. At least the job of installing effective lighting on farms has not been more than started.

One could spend more time than your patience would permit in pointing out future uses of electricity on farms. Frankly, I can't imagine what many of them may be ten years hence. I am reasonably sure, however, that farmers are going to increase their demands for power. Their demands will occur all the more rapidly when it is proved that the application will pay for itself.

The farmer should not have to serve as an experiment station for the development of some of the products which he buys. More unified effort needs to be given towards the development of products which are offered for sale, particularly towards minimum standard and performance of new applications.

I wish to conclude by expressing my hope that there will always be "Farm Problems." When one problem is solved, another should develop. If such does not occur, then I believe progress will be at a standstill.

Excerpts from address before the 11th National Farm Electrification Conference, St. Louis, Mo., Oct. 18th, 1950.

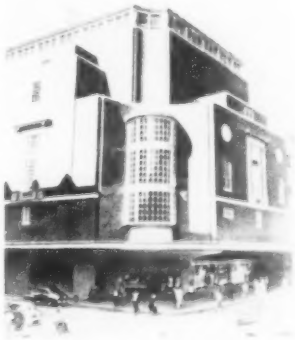
DRESS department of the new Jordan Marsh store in Boston showing the flexi-module ceiling. Sylvania Electric Photo.

Talking Up Planned Lighting Today Brings Profitable Sales Tomorrow

SOMETIMES the final results of a sales campaign do not materialize until months and maybe years after the beginning.

The salesman who pushes the benefits of a planned lighting installation to architects, engineers and contractors who are involved in planning and erecting a specific new building or remodeling a particular already existing structure, is doing a good job. However, the salesman who is talking up planned lighting to these people on every occasion whether or not a definite job is pending is doing an excellent piece of basic sales-building work that may be expected to pay off in various ways both for himself and the supply house he represents.

The latter salesman is constantly building the idea of planned lighting among his customers. He is investing time and effort in making architects, engineers and electrical contractors lighting conscious. He is laying the groundwork for future sales which, although not in sight immediately, will be most profitable to him when they appear.



Jordan Marsh's new building is a modern red-brick structure, the first of five units that will eventually put an entire city block under one roof.

No small part of the success in the renovation of the Jordan Marsh Department Store in Boston is due to the fact that the architects, engineers and electrical contractor working on the job were lighting conscious.

Eight years of planning went into the newly renovated building of Jordan Marsh. This large department store, a member of the Allied Store System, called upon the system's architects, George L. Ely and Edward M. Conboy, to draw up plans which would help create a genuine fresh, new approach to merchandising. The photographs appearing here stand as evidence of the major part played by a modern illumination system in fulfilling the order of the department store.

The entire layout was designed and engineered by the architects in

cooperation with the firm of Jackson and Moreland, engineers. The electrical work was installed by M. B. Foster, electrical contractor, Boston. The General Electric Supply Corp., Boston, supplied the Trumbull materials. Eagle Electric Supply Co., also of Boston, supplied the Sylvania equipment.

Flexibility with the accent on selling and the elimination of any distracting influence on the shopper was the primary objective set for the lighting system. The architects, engineers, suppliers and store executives agreed that the lighting must attract the shopper's attention to the store's merchandise without intruding itself into the picture. To accomplish this purpose they decided on a louver-all ceiling and selected "Flexi-Module" equipment.

One of the unusual features of the lighting equipment application is the use of trolley duct. This is believed to be one of the first commercial installations where trolley duct has been used.

About two miles of plug-in or trolley busway forms the basis of this indirect lighting system. Row upon row of fluorescent fixtures are hung at right angles to long runs of LTG, and hanging about 18 inches below the lights is a false ceiling consisting of squares of aluminum grating through which the light shines from above.

So effective is this lighting that no individual lights are needed for showcases, which as a result can be moved about freely without sacrificing the attractiveness or attention-getting value of the displays. It produces an even light to every corner of the floor without shadows or glare.

The LTG system is three-phase, four-wire, with independent control over each circuit, so after store hours, two circuits of lights may be turned out and one circuit left on. Several thousand plugs are used, and for greater safety, each one is fused.

By using this LTG Flex-A-Power, every inch of which is a potential outlet, the lights can be pinpointed at any spot along the run, making it possible to concentrate or reduce the lights as desired.

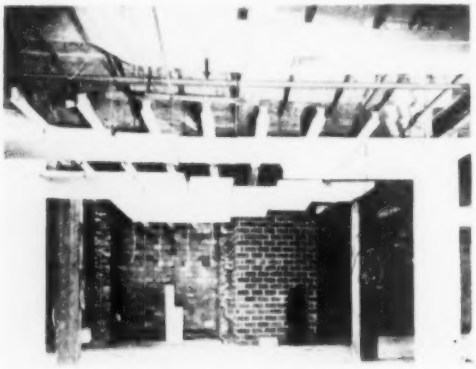
Suspension Type Ceiling

The ceiling consists of lighting fixtures mounted in tandem 18 inches above modular louvers or architectural panels. The aluminum module, which has a matte finish, is 32x32 inches and the cell size is approximately 3x3 inches. The panels are supported at the four corners by metal suspension rods which have a leveling device so that the ceiling panels may be adjusted from below with great ease. A support star, support bracket, mounting screw-rod and support assembly, and the louvered ceiling module make up the elements of the ceiling.

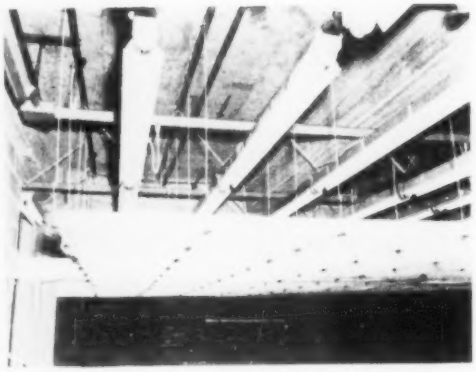
At the ceiling end of the hanger rod, a hanging device, which is star-shaped, supports the louvered ceiling. The elements of this ceiling are engaged by units which are cast into the star-shaped leveling device. In order to maintain the lighting equipment or change the panel, the panel is merely lifted up from the units and slid over to the adjacent ceiling, permitting entry into the ceiling space. All equipment is thus accessible above the louver ceiling.

Installation in this system is comparatively simple. Unlike other sys-

IN early construction stage LTG Flex-A-Power is shown hung in parallel runs to cover the length and breadth of each of the seven floors. Trumbull Electric photo.



LATER construction shows lighting fixtures being hung at right angles to trolley duct, and hangers adjusted. Trumbull photos.



LOUVERS, which are supported by adjustable hangers, form the false ceiling about 18 inches below the lighting fixtures.

tems, it requires no sub-frame, channels or other costly devices. All hangers of the length required are attached to the existing ceiling, or slab, on 32-inch centers, and the modular panels are then dropped in place.

The louvered ceiling is suspended approximately 4 feet from the concrete ceiling over the sales space by 48 inch suspension rods. The lighting and panels are hung from channels imbedded into the concrete slab of the structure. These channels may be used in turn for suspending the lighting units, air conditioning, sprinklers, etc.

The lighting system illuminates the entire ceiling evenly and the ceiling appears uniform in texture. Approximately 75 footcandles are delivered to the sales area at counter level, using 75 watt T-12 lamps throughout.

The system covers all unsightly pipes, ducts, sprinklers, old plaster, etc., and provides an even, luminous panel over the entire area without the objectionable surface brightness that comes from the conventional type lighting.

The electrical distribution system allows the portable, 16-foot single lamp fixtures to be moved about, concentrated or dispersed—giving control of intensity, ceiling luminosity and pattern. The trolley duct on the plug-in electrical distribution system supplies the lighting fixtures with power.

The cost of purchasing, installing and maintaining this system is said to compare favorably with conventional lighting set into plaster ceilings. Tools are not required for the adjustment or interchange of panels because of the simplicity of design. Because of the flexibility of the flexa-module ceiling, it may be removed and reinstalled in other locations, thus becoming a capital asset. The initial adjustment of the ceiling hanger length fixes definitely the ceiling height of this installation.

The system permits accessibility to any area of the ceiling for either the adjustment or installation of mechanical equipment or services. It is possible to change the lighting intensities within any given area by grouping fixtures together or spacing them farther apart. In this way, effects of light and shadow, when desired, can be produced on the ceiling as well as in the sales space.

SPOTLIGHTS may be plugged into the trolley duct system any place where the store wants to highlight a particular merchandise display. Sylvania Electric photo.

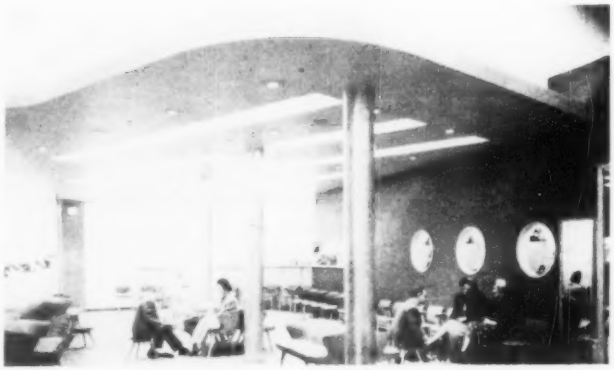
TO MAINTAIN the lighting equipment the panel is merely lifted up from the units and slid over to the adjacent ceiling, permitting entry into the ceiling space. Sylvania photo.

Maintenance is greatly reduced because repainting is eliminated and the panels of the louvers require a minimum amount of cleaning. This is because the air conditioning system is such that it removes the dirt from the air and is kept slightly under pressure to keep out the dirt. Also, the cells of the aluminum louver panels are coated with specially treated, non-static plastic which prevents dust collection and fingerprint marks.

The system has great promotional and seasonal advantage because of its flexibility, and serves as a promotional unit as well as a service unit. Seasonal intensities can be adjusted. Color and pattern can be introduced into the ceiling for Red Cross Drives, Community Chest and other civic drives. Environment can be changed readily for seasonal promotions such as beach shops, ski shops, etc. The panels do not necessarily have to cover the whole area, but may be also used as lighted islands. By means of colored panels above the ceiling or by means of spraying water colors on the panels, seasonal or other effects may be obtained. Thus, it is possible to get pattern on the ceiling with color.

Set Yourself Up As A SPECIALIST: And Watch Your 1951 Volume Soar

WHETHER it's a modern shoe store or an electrical store, the merchant should give first place to lighting as No. One Salesman. Seeing is a mighty big thing in selling. So is the right balance of planned atmosphere, made possible by adroit application of lamps and lighting know-how. Then the buyer can truly appraise. All this is the job of the electrical wholesaler's salesman to put across to the electrical contractor, to architects, and eventually to the store owner.



High wages, big payrolls, full employment—certainties in 1951—make big retail sales in every line and puts merchants, store and building owners in the mood for modernizing, when modern lighting is the first requisite

By D. C. Frederick

MERCHANDISING with LIGHT.

That, Mr. Wholesaler Salesman, might well be your New Year's resolution for 1951. And for a host of sound reasons.

Never before in the history of the electrical industry has the time been so ripe and the opportunity so great for the electrical wholesalers' salesmen for building up the interest of contractors, merchandisers and building managers in using modern lamps and lighting; for pushing up sales and the handsome profits to be enjoyed through faster turnover and larger sales.

In most movements launched to boost sales and reap net profits, high-cost manpower is an indispensable requisite. Light, the constantly on-the-job silent seller, goes about

LIGHTING works its magic most effectively on the prospective woman buyer. As shown here, just the right balance of general lighting, and shelf and mirror lighting is achieved. This is how it is obtained: from fluorescent lamps in the cove, from downlights containing 200-watt filament lamps behind stippled glass, from a row of 40-watt F lamps in the open valance, from 150-watt R-40 spotlights over all wall niches with fluorescent lamps at the sides.

Doctor In Merchandising With Light On Fixtures, Supplies and Profits

FURNITURE store or department requires special lighting specifically designed for the self-selling of the merchandise. In this furniture area prismatic glass troffers use two 40-watt fluorescent lamps. In recessed eyeball units, 300-watt R-40 spotlights provide the "punch lighting" needed. Suspended cove contains fluorescent lamps.

FIRST and foremost recipe of the restaurateur should be that of correct lighting. In the restaurant shown below, 96-in. T-8 slimlines are contained in upper right unit. Ceiling units at left contain six 72-in. T-8 slimlines. Single row of F lamps behind diffusing glass light counters, and five two-lamp 40-watt units illuminate kitchen area.

its way silently, alone, tireless and always, reducing selling costs as sales are multiplied many times.

Plenty of PL Promotions

Cognizant of the opportunity is the Edison Electrical Institute with its PL-PL program. Yes, planned lighting is what's called for because planned lighting is profit lighting. Then too, there are outstanding promotions by individual manufacturers, such as General Electric's Program, Planned Traveling Lighting Clinics, and special exhibits sponsored by local or regional leagues, all receiving wide endorsement of the electric utility concerns, the wholesalers, electrical retailers, contractors, architects and others participating throughout the nation.

NOWHERE is the lighting recipe more essential than it is in the average bakery. Thousands of these establishments need lighting renovation. All could be transformed into the attractive store pictured at the right. Here each ceiling unit contains two 8-foot 4-lamp fixtures, using 96-in. T-8 slimlines. Light for each shelf is obtained from F lamps. Fluorescent lamps provide the illumination for the top shelf and rear wall; also outline signs in front of valance.

TOP LEFT—Right lighting can bring order out of chaos in hardware stores. As this picture shows, four rows of 96-in. T-8 slimlines shed their light from the ceiling. In recessed gimbals, 150-watt R-40 spotlights are used in combination with the general lighting. Behind the open valance, a single row of slimlines form a perimeter of light for the shelves or displays on counters or walls.

TOP RIGHT—Grocers are more conscious than ever before of their store lighting. Take this store for example. Note the perimeter lighting and the general even distribution of illumination. In the ceiling rows are 96-in. T-8 slimlines and PAR-38 spotlights in gimbals. Continuous row of F lamps are located behind the valance. Average of 80 footcandles.

BOTTOM LEFT—You don't see too much of the lighting in this men's shop. But you do see and want the merchandise. Reason: splendid combination of general lighting, clothing rack illumination, and showcase and mirror lighting. Four 72-in. T-8 slimline lamps are contained in each of the louvered recessed fixtures shown. In the recessed gimbals are 150-watt R-40 spotlights. A single row of 40-watt F lamps are behind the open-top valance; also fluorescent lamps over mirrors.

in these sales-boosting programs.

On every front, merchants' establishments are crying for lighting modernization. Lighting progress has advanced so fast that store owners and others have been left far behind, unaware of the job planned lighting can perform.

The logical man to appoint himself as the doctor to prescribe the proper pill to take the ill out of the poor illumination prevailing everywhere is you, the electrical wholesaler and your salesmen. But like a good physician you must know your lamps, know your lighting techniques, and how to apply them to specific merchandising problems.

Naturally, the alert wholesaler salesman will hone up a bit on the basic and fundamental facts about lamps and lighting. And if seeing is the biggest thing in selling, then visual aids should be a No. 1 pill in his assortment.

Rally Your Contractors

For outstanding examples of this, take careful note of the well lighted establishments on these pages. Assemble similar data from other reliable sources. Then rally your electrical contractors around you. Let them acquire some of your enthusiasm, vision, and lighting know-how. Remember that the materials you sell the contractor are what he sells on the job. Let him sales-minded. Get him to visualize the amazing customer benefits to be had from a new or revamped lighting installation.

Consider also the big users of lamps and lighting who buy directly from the electrical wholesaler. Open the door to subsequent business by showing the big user how to utilize and maintain his lighting system for top performance and best efficiency at all times. Keep the highly efficient but low-cost silent salesman, light, fit, ready and able.

The key man in this grand 1951 opportunity is you. What you must try to do is to educate everyone involved that the more the ultimate

LIGHT—the silent salesman—can sell a lot of autos if the illumination's "octane" is sufficiently high and of the right quality. As the above view shows, general and supplementary lighting are indispensable to having prospects see the car and not the unwanted glare. To permit this control: three 40-watt fluorescent lamps in glass-bottomed troffers, PAR-38 spotlights in gimbals at end of rows, 150-watt R-40 floodlights in bullet-type housings, 40-watt fluorescent lamps in cornice under the photo murals shown in the picture.

consumer sees, the more he buys. The more attractive the merchandise is lighted in light, the easier it is to find. The more bright and cheerful the store atmosphere, the greater the probability for a loyal growing clientele. Granted that such other factors as air conditioning, decoration, store layout and such are important in store modernization today. But quiet lighting, and where would all the rest be?

How about expense of a relighting job? Does it pay, honestly? Answer is emphatically "Yes!"

Just to show you how little relighting costs, take the owning and operating costs of some typical lighting equipments used in stores. Conservative estimates by Nela Park experts indicate that only nine cents a day buys and runs a fluorescent fixture, either a four 40-watt or a two 96T12 lamped unit. Only six cents a day for a 150-watt spot lamp and unit. Only five cents a day for ten feet of lighted wallcase. And only four cents a day to operate six feet of fluorescent lighting in a showcase! These costs are computed for an 8-hour day at typical energy rates.

You Supply the Spark

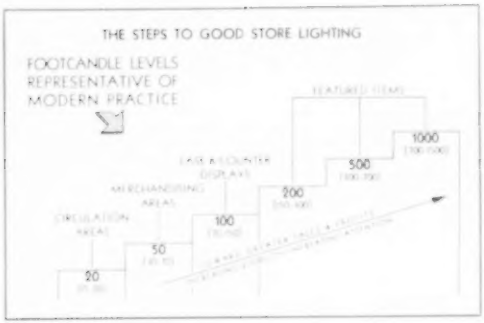
So we ask, do your contractor, architect and potential users realize this? You're the one to spark the information machinery and to set it in motion.

The experts go on to point out that the investment in planned lighting brings a remarkable return. Based on studies made in all parts of the country, merchandising with light results in more sales per customer, more sales per sales person, per square foot and per dollar invested.

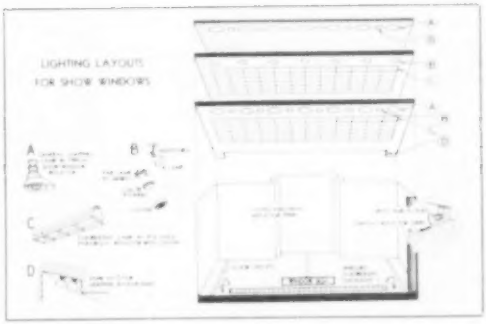
Indicating the profits to be had are the following sales gains following a relighting job: apparel shop, 21 percent; automotive store, 19 percent; drug store, 24 percent; food store, 20 percent; furniture-household-radio store, 27 percent; general merchandise, 22 percent; jewelry store, 37 percent; service station, 24 percent. Last and most, hardware store, 100 PERCENT!

The various steps to good store lighting are pictured diagrammatically elsewhere on these pages.

Note that four locations in the store are considered for their footcandle level requirements and the manner of lighting desired. The steps are in the ratio of 20, 50, 100, 200, 500, and 1000 footcandles. In



WHAT are the different brightnesses required for effective attention-attraction and best atmosphere for lively store selling power? The simple steps to this end are the footcandle strengths indicated above. They are in the order of 1-3-5-10 according to some of the leading illuminating engineers.



THREE lighting layouts for show windows are shown in the above illustration. Upper layout features filament general lighting (note adjustable spotlight at "B"). Second-from-top layout indicates how fluorescent general lighting may be utilized. Lowest layout features rear wall lighting.

that order, the areas affected are: circulation locations such as wide aisles and lobbies; main merchandising areas; displays in cases, shelves and counters; and, feature displays inside the store and in the show windows.

To help the prospect or the contractor visualize what elements are required, diagrams of such units as direct, semi-direct, diffusing, combinations of these, "PAR" lamp gimbals, closed valance, and spot light units come in mighty handy. They wield an influence psychologically, are educational, and hasten action and adoption across the board.

Strangely enough, the virtues of versatile lighting for show windows require repeating and repeating.

It's time for you "jobber salesmen" to settle once and for keeps in the minds of your prospects that the show window is the visual "on the spot" link between merchandise inside the store and the countless potential customers who walk or ride past the window.

It has been proved beyond any doubt that the well designed show window with ample overall brightness does these five things: Attracts attention of passersby. Leaves a clearcut mental picture of store and merchandise. Rivets attention despite competition from other windows and other lures. Sends more people into the store. Cuts down street reflections in the window glass to a minimum.

This calls for levels ranging from 100 to 500 footcandles, high-lighting of featured theme or merchandise with spotlights; and, supplementary lighting to facilitate flexibility with changing displays. Such equipment calls for socket strips on floor and ceiling for lamps in background coves, niches, footlights, signs and specialized uses of color, motion, brightness.

So, remember always that when you sell a job of planned lighting you will get as PLUS reward a good order for wiring supplies

While Traveling Lighting Clinics are covering the nation again during 1951, there's no reason why you, the electrical wholesaler salesman, cannot conduct your own private Lighting Clinic for improved store lighting in your area, FOR GREATER PROFITS FOR YOU AND YOURS.

You are the doctor in this happy crisis. Nurse the ill-illuminated stores in your territory to a new understanding of what your lighting prescriptions can do. Remember that all this is away at the other end of the spectrum from any quackery or nostrum. It's factual. It's your responsibility. Perform this operation in 1951 and you are guaranteed a more than reasonable fee for your vision, your skill, your enterprise.

We are indebted to General Electric Company and the Nela Park Lamp Department for this group of exclusive photographs of modern store lighting.

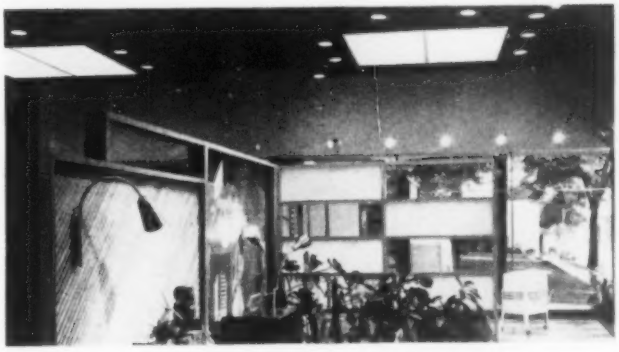
OBVIOUSLY, the lighting for one store is not necessarily the right system for another. This is particularly so in the case of the jewelry store. In the store shown above, two 40-watt fluorescent lamps are in each glass-bottomed troffer. Note the recessed reflector floodlights, overlapped rows of 40-watt fluorescent lamps in coves, also the gem cases lighted with fluorescent lamps.

ALERT electrical wholesalers salesmen are aware of the trend to open-type store fronts such as the one shown in the picture at right. It figuratively moves the store and its merchandise out into the street where passersby can't miss seeing and buying. To defeat reflections in plate glass windows, it is wise to bring the merchandise forward in the store and to have one or more rows of reflector-type lamps above the inside of the window.

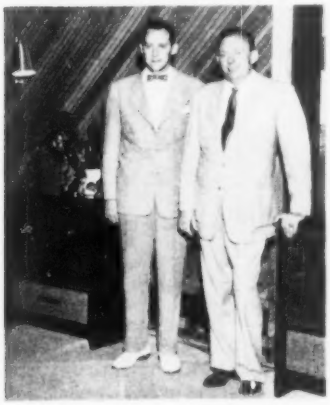
Electrical Wholesaling's CAMERA CLICKS

At Shobe, Inc.—Memphis, Tenn.

A flying distributor, who makes personal contacts with the 2200 dealers in his 91-county area in parts of five states, has increased his sales volume 1700 per cent in five years and is now doing an annual volume of about $5,000,000. Such in brief is the success saga of Shobe, Inc., Memphis, Tenn., and its fast-thinking, fast-moving, soft-spoken president N. S. ("Cy") Shobe. This distributor organization recently celebrated a move into new quarters.



ULTRA-MODERN new showrooms of Shobe, Inc., have variety of lighting available, both overhead and spotlights, as well as unusual modernistic portable partitions.

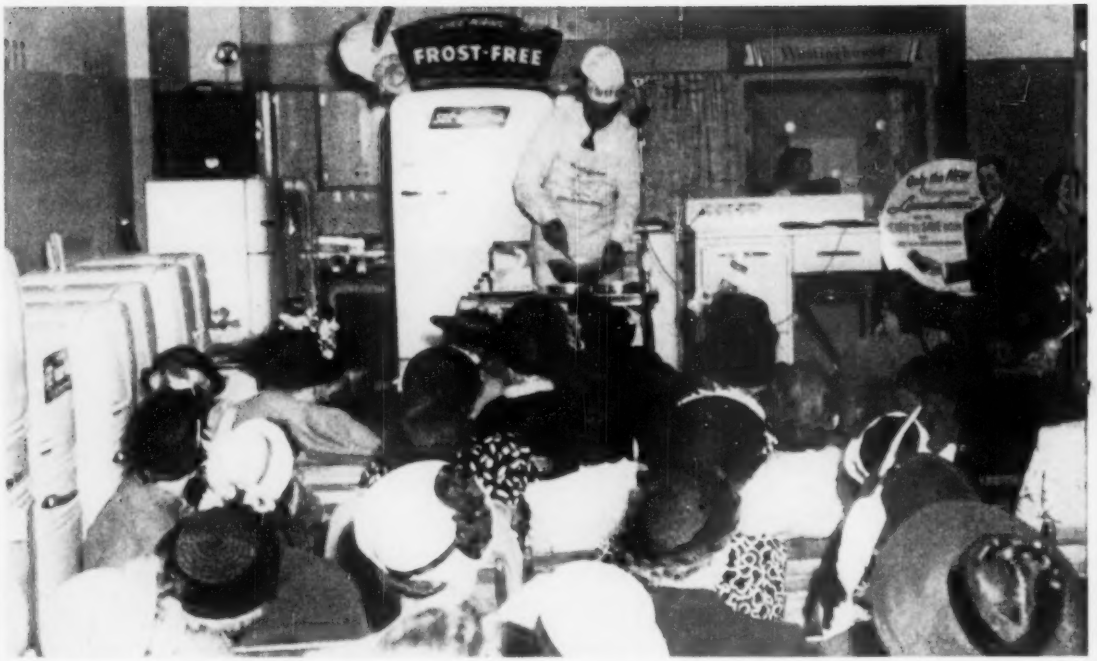


CY SHOBE (right), president and W. L. Roberts, vice pres. of Shobe, Inc.

PART of the radio and television displays at Shobe, Inc., indicating how effectively partitions, drapes and lighting can be used to display merchandise.

THREE home economists discuss features of a Philco refrigerator at Shobe, Inc.

OVER 52 different display arrangements can be set up by shifting the partitions in new showrooms at Shobe, Inc., distributor of Philco products in Memphis area.



MORE than 100 women came to two-day series of four meetings publicized as "home-maker parties"

You Can Build More Electrical By Helping Your Dealers To Stage

By M. O. Waugh

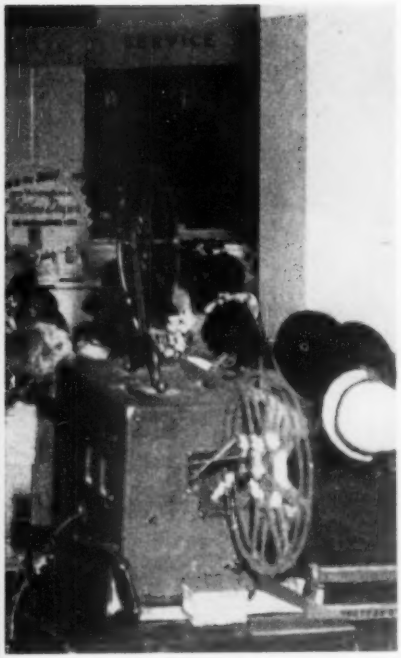
THE Dowd Radio & Electric Co. is carrying through a program of monthly Home Maker Parties. Each program will be based on the experiments made by the company in March, April, May and June of 1950, which proved that when such group gatherings are carefully planned and promoted, and the sales department energetically tied-in with the store's demonstrations, results are more than worth the time and effort involved.

The following paragraphs give in detail the story of Dowd's four experimental programs. If you want to help, to really make potential customers conscious of the location of your dealer's store, if you want your dealers to get widespread, word-of-mouth publicity, if you want them to get immediate floor sales and a live list of actual customer wants—with correct names and addresses, you will find it profitable to study the Dowd experiences with the Home Maker Party idea, and then show your dealers how to build sales by using this plan.

Four Programs Set Up

The experiments from which the plans were developed included four different applications of the basic idea; and in each case, the merchandise of one manufacturer was featured in the month's demonstrations.

First, came the General Electric party, with attention focused on the G.E. freezers. There was no newspaper advertising, but the word was spread through one of the local church-women's groups—that the Dowd Radio & Electric Co. was inviting the women to a series of store demonstration meetings. Their church would receive 25c for each woman who came to the parties. The result of this experiment was that more than 150 women came to the store during the three days of the demonstrations.



at Dowd Radio & Electric Co.

NEIGHBORHOOD PARTIES

When a distributor's salesman has "sold" a dealer a bill of merchandise—vacuum cleaners, electrical housewares, radios, washing machines or other "white goods"—he has the choice of two courses: either to hope that the goods will be sold to consumers while he lets the dealer shift for himself or—to do everything that he possibly can to help the dealer move those goods and thereby pave the way for another order.

The wide-awake salesman knows that electrical appliances and housewares are only half "sold" when the dealer has bought them and put into his stock and that the real "sold" ticket cannot be attached until a final consumer has bought them.

Knowing all this to be the case, no manufacturer of those products kids himself into thinking that his sales job ends with the wholesale distributor. Far from it! Instead he spends most of his promotional budget on advertising, displays, catalogs, booklets and other "helps" that will enable *the dealers* to do a better job at the real battle front of such selling—the retail buyer.

We are glad to bring to our readers this account of a revival of selling through neighborhood parties, done in the modern manner and proved to bring the old-time results, viz: MORE SALES, MORE CUSTOMERS, MORE PROSPECTS—all of which add up to more orders for the distributor's salesman who pitches in and helps, plus: more profits for the house.

The EDITOR

Appliance and Housewares Sales Home-Makers' Neighborhood Parties

Encouraged by this result, and the want list which the demonstrations developed, the Dowd management the following month, decided to feature Westinghouse lines, with emphasis on the Westinghouse ranges. These experimental meetings were more widely announced in this experiment, by means of advertising space in the local weekly "shopping news" and in the local newspaper in an adjoining suburb. More churches were included in the invitation, and the women were allowed to sell tickets for the parties at 50 cents each, also for the benefit of the various churches. This brought more than 100 women to the store, for each day of the demonstration, each of whom received a small gift from the store.

The third promotion was an experiment with the oldest idea added to the home-maker party idea, and city-wide publicity was given to the event.

A Bendix washing machine was featured in the store window, and the focus of attention during the month in all advertising, kept on the Bendix merchandise. The "washer" displayed in the window was offered as the prize for the neighborhood baby voted by ballot the most *popular* during the month of the contest. A local photographer cooperated with the Dowd management and agreed to take photographs of the entrant-babies free.

This announcement resulted in 100 entries—from which incidentally the photographer received 69 orders for photographs. The enlarged photographs were framed and hung on the wall nearest the store's main entrance, and copies were printed in a follow-up folder which the salesmen delivered at the homes of the entrants, opening many doors to a more detailed survey of customer needs and a substantial week-by-week sales record. Entrants could be "babies" up to four years of age.

The preliminary promotion, prior to the day of the awarding, included a serious effort to get good substantial families to enter the contest. The salesman was enabled to

make calls in connection with the contest and explain that if the family already owned the washing machine, equivalent merchandise to the value of the washer could be arranged.

In advance of the awarding also, the firm's newspaper space carried ballots for convenience in voting, and each vote, to qualify had to carry the name and address of the voter. Announcements carried the names of the judges well in advance—a well known leader from the neighborhood recreation department, a representative from the retail department of a local daily news sheet, and a top representative of one of the prominent cooperating wholesale distributors.

The award itself was made at the store, which was happily crowded for the occasion. (The management shudders to remember the tragic moment when it was discovered that an energetic janitor, on the morning of the great day, had removed the box of ballots as "trash," and the mad rush which rescued the precious carton at the very door of the incinerator!).

Returns from this Home-Maker party experiment are still coming in! Mothers bring visiting friends to see the baby pictures which were left up on the wall after the contest; people who "discovered" the Dowd store during the month of this promotion, return for records, portable phonographs and radios, which they saw displayed in the various departments; and the busyness of the store's service and repair department has also benefited.

Without any particular intent to "spread" the radius of customer patronage, it has been found that today, people are coming to the store from a number of the outlying suburbs north of the city, not only to the northeast and northwest in direct traffic routes, but also from more distant communities.

The fourth program concentrated on television and radio selling, and followed the pattern of the more successful features of each of the three previous experiments. The full judgment on the success of this promotion is not yet possible. For one thing, the entire pattern of television sales is running practically in direct opposite to last year's month-by-month sales recordings.

The war activity has added a certain amount of uncertainty on the manufacturing level. As this is written, news of the cancellation of one large cooperating campaign had just been received; and the uncertainties about possible shortages of materials are beginning to be felt. However, indications are that most of the responsible manufacturers will resume full scale promotional activities again with the new year.

CONTEST which offered washing machine as prize for "most popular baby" picture drew 69 entries and was featured in promotion of Dowd Radio & Electric Co.

Meanwhile, on the Dowd retailing level the service department which accounts for about one-fifth of the Dowd total income in average years, is showing a substantial increase. Here are sold tubes, cords, fuses; television and radios are serviced; and kitchen and laundry installations are taken care of.

The Dowd management is anticipating a very active 1951. The first three contest-and-promotion programs are scheduled and ready, based on the success of the "Home-Maker Party" promotions, and it is anticipated, that on the basis of the success of the first three programs, this type of general promotion, to supplement the work of the company's sales staff, will be a regular feature month by month in the future.

In addition to the direct sales results of the Home-Maker parties, the fact has been noted, that these promotions seem to have "located" the store to a great many new people. There is now a constant traffic of new people buying electrical houseware and small merchandise items, and an increase in the number of telephone calls of inquiry, about both service and comparative prices of the larger equipment items. This store, which also handles used merchandise, is finding in this department also a reflection of the overall "upped" activity from the Spring programs.

The highest results come, to judge from these experiments, when all phases of the promotion and direct sales departments are correlated and definitely timed to work together. On these facts, Dowd's is basing its plans for this fall's tightly knit promotion and sales program.

News Notes from N.A.E.D.

By Alfred Byers, Executive Secretary
National Association of Electrical Distributors

PYLE REPORTS WHOLESALERS VIEWS ON ALLOCATIONS AND PRIORITIES

NPA Administrator, General Harrison, and Assistant Administrator for Industry Operations, H. B. McCoy, conducted a meeting of representatives from wholesale trades last month, attended by about 100 wholesalers and executives of national wholesale associations. The entire day was devoted to sessions held at the Department of Commerce building and the Hotel Statler at Washington.

Latest developments on the national security front was the principal topic, with emphasis on the effects to be expected by wholesaling and the industry's opportunities for cooperation with government defense programs. Representatives from the electrical distributor field included W. G. Peirce, Jr., N.A.E.D.'s president; Chas. G. Pyle, N.A.E.D. executive director, your reporter and the following N.A.E.D. members serving on recently appointed advisory committees: Raymond Rosen, C. J. Zamoiski, P. O. West, L. W. Taylor and I. M. Nichols.

President Peirce was one of three principal speakers at the opening session. His talk on "hard goods lines" was notable for its clarity and factual character and served as a valuable focal point for the general discussion with General Harrison which followed the three formal industry addresses. That discussion, in which the NPA Administrator participated very actively, accented the fact that, in the present national security effort, wholesale distributors are regarded as basic and important factors by NPA in the far-reaching plans now being formulated and organized.

During the luncheon session, Mr. Kolodny, chairman of the Wholesale Advisory Committee of the Department of Commerce, requested the subcommittees recently appointed for Manpower, Inventory Control, Pricing, Allocations and Priorities to hold their meetings following the luncheon and to be prepared to offer their recommendations at the session to be conducted immediately after the dinner that evening. He then announced that, because of their close practical relationship, the sub-committees for Allocations and Priorities had been combined and that the chairman for the new and enlarged committee would be Mr. Pyle.

At the evening session Mr. Pyle reported that attendance at his meeting had been large and the subjects of allocations and priorities were thoroughly considered. His committee recommended that, in the best interests of government, the public and the wholesaling and retailing industries, NPA utilize fully the experienced advisory committees which they have appointed, or may still appoint, if and when regulations or orders are prepared to control allocations and priorities.

N.A.E.D. members present at Washington for these meetings were agreed in the opinion that wholesaling has made real progress in convincing government of the essentiality of its services to our economy and of its sincere desire to be of every possible assistance in advancing the government's security efforts. These members also believe that N.A.E.D. is rendering a most valuable service to electrical distribution in the present emergency and that the Association requires and deserves the fullest possible cooperation in its efforts in behalf of the industry's welfare and the public's interests.

Your reporter would like to add, parenthetically, that the contributions of time and knowledge (and at their own expense) made by the N.A.E.D. members at that Washington meeting will prove highly valuable to the entire wholesaling industry.

ELECTRICAL APPARATUS AND SUPPLIES—AND RADIO, TV AND APPLIANCE DISTRIBUTION TO HAVE ADVISORY COMMITTEES

Presentations made by Mr. Pyle and industry representatives at Washington have clarified the complex picture of operations in electrical goods distribution for the benefit of government officials who have the heavy responsibility of administering the security preparations.

The office of Civilian Requirements of NPA, in considering the most effective means of conducting their affairs satisfactorily for all concerned, have requested N.A.E.D.'s assistance in obtaining this industry's aid. OCR has asked N.A.E.D., through Executive Director Pyle, to suggest the names of distributors, representative of all phases and categories of the industry, for appointment to OCR Advisory Committees.

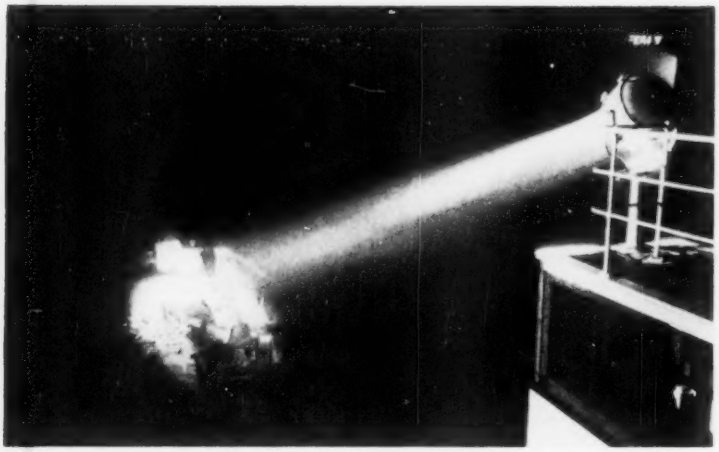
These nominations have been sub-

(Continued on page 93)

A rapidly expanding defense production program has suddenly emphasized the need for adequate security against the saboteur. Because lighting has been proved one of the greatest weapons in defeating those who would destroy vital plants, materials and equipment, the electrical wholesaler's salesman can serve well his nation and himself by selling protective lighting

Check Sabotage!

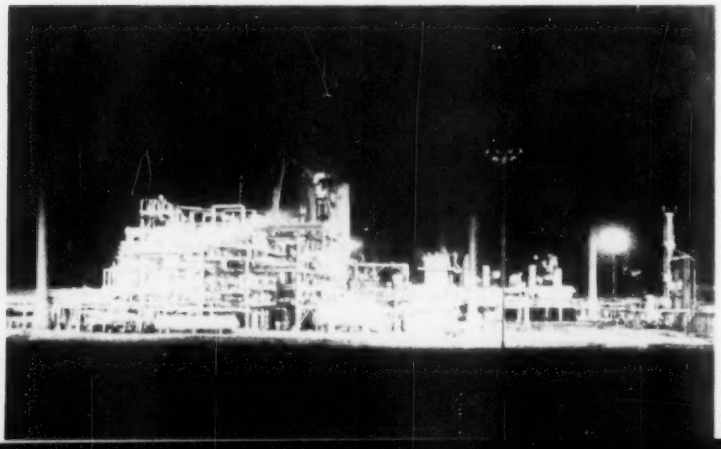
Selling Protective Plant Lighting

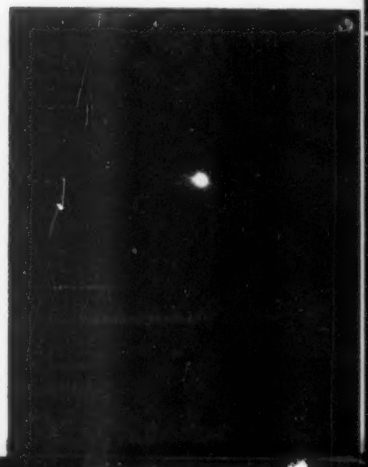


FLOODLIGHTING beam from a hand-controlled searchlight can be used to explore particular areas and in case fixed lighting should fail. G. E. photo.

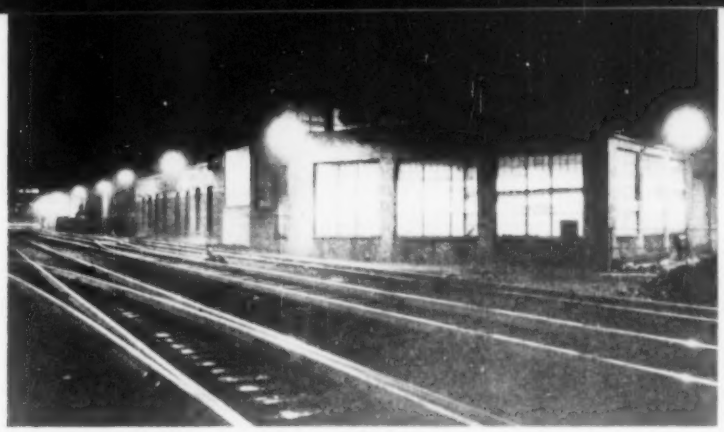
ANY activity in this parking area can be seen by guards. Westinghouse photo.

OIL REFINERY illuminated for night protection also illustrates how same lighting in many instances can serve to speed night production. G.E. photo.





BEST protection includes clearing areas near fences. Line Material photo.



FLOODLIGHTING here enables guards to spot would-be saboteurs before they can get inside the plant's boundaries. Westinghouse photo.

Helps Speed Defense Production

FLOOD of light along fence lines discourages intruders. Revere Elec. photo.

LIKE a suit of armor with a sword, so goes protective lighting with defense production. In 1941—prior to our entrance into World War II—the Federal Bureau of Investigation recommended to plant managements that they leave no area of their factory premises darkened to the extent that trespassers would be able to conceal themselves within those premises.

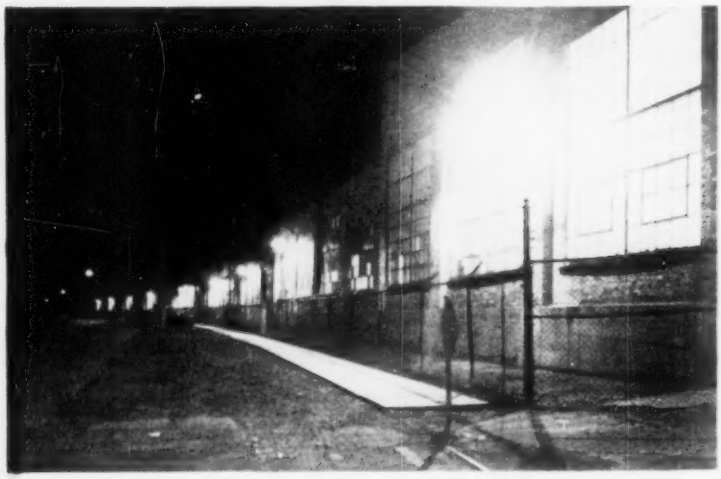
Today—with a minor "hot" war and a major "cold" war on our hands those FBI recommendations cannot be disregarded. And—with defense production becoming an increasingly greater factor in our economy, electrical wholesalers' salesmen everywhere have their cue to suggest to plant managers the need for protective and security lighting.

As the defense production gains more and more momentum our job on the home front is going to become increasingly more difficult. Face to face with a shortage of manpower American industries will have to utilize every possible production short cut. There will be an expansion of programs to reduce absenteeism and accidents. But most important of all, industries must take immediate steps to insure adequate precaution against the destructive program of the saboteur.

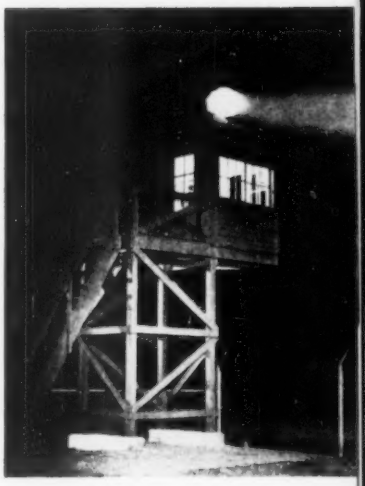
It is impossible to estimate the value of the time, materials and equipment that will be saved when industrial plants, utilities, railroad yards, bridges, etc., are lighted well enough to enable guards to "spot"

VULNERABLE SPOTS such as rail sidings, switching and loading areas need special attention in planning protective lighting. Westinghouse photo.

SPECIAL precautions for buildings located near fence lines. G.E. photo.

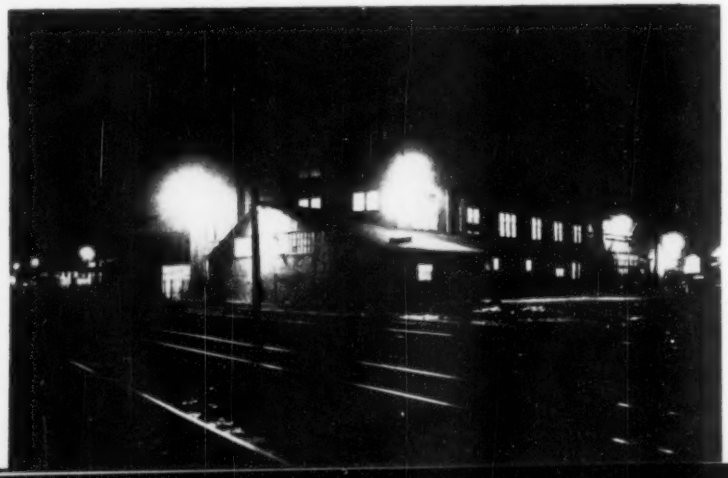


SIZE and number of units depends on plant layout. Line Material Co. photo.



Searchlights at guard towers. . . .

LIGHTING eliminates large shadowed areas caused by adjacent buildings. General Electric photo.



enemy agents before their work is done.

To the electrical wholesaler's salesman, this means that a great many industrial plants will become prospects for the sale of floodlights for area lighting, pendant street lighting, for fence line illumination and searchlights for supplementary purposes. Their yard areas and passageways between buildings should be lighted so that there will be no cover for intruders.

There are just a few special considerations that the salesman must know in order to be successful in selling protective lighting.

Naturally industrial plants differ so greatly in the layout of buildings,

FENCE line lighting. G.E. photo.

POLES correctly located inside boundary fence. G.E. photo.

Floodlighting along fence line

Area lighting near tracks and sidings.

Discourages saboteurs. G.E. photos.

warehouses and yard areas that an individual lighting plan must be made in most instances. Such specifications as open or enclosed type floodlights, pole locations and mounting heights, beam spread, lamp sizes and lamp voltages will, of course, vary according to the particular plant location and layout.

Regardless of what lighting equipment is utilized the lighting plan, to be most effective, must definitely accomplish the following basic objectives:

1. A protective lighting installation should direct a glare in the direction from which an intruder would approach. At the same time it must be so located that no glare falls across the eyes of the guards. However, the glare factor cannot be used in areas where it would annoy land workers, highway traffic, marine or railroad operations, neighbors or adjacent buildings or workers on neighboring projects.

2. Protective lighting should illuminate all shadowed areas caused by adjacent buildings.

3. The lighting should be coordinated with the guard stations and patrol routes to provide maximum protection for the guards yet complete lighting coverage of all dangerous areas.

4. A good plan for protective lighting will leave no area dependent on a single lamp or fixture where its failure would create a dark region.

5. Convenient control in case of blackout and provisions for maintenance must be included in the general protective lighting plan.

6. Poles, lighting equipment and electrical auxiliaries should be located inside the property where they are not as accessible to malicious damage.

7. In some instances the protective lighting installation will require searchlights to supplement the coverage. Searchlights located at the guards stations permits them to explore dangerous areas outside the fixed coverage and also provide an emergency source of lighting in case lighting in a particular area fails.

D. P. A. News Digest

Volume 1 Number 2 ELECTRICAL WHOLESALING, DECEMBER, 1950

N.P.A. Order M-2

This order limits the use of natural rubber during the months of November and December, 1950. Actually the new order is a revision of an earlier Department of Commerce regulation (R-1) which had been in effect under provisions of the Rubber Act of 1948. Order M-2 establishes the procedure which will be followed by the NPA in making allocations of synthetic rubber produced in U. S. Government plants. Also it limits the consumption of natural rubber latex and provides for a set-aside of imported latex for the government stockpile.

N.P.A. Order M-1 (Amended)

The NPA's first order setting forth specific rules for placing, accepting and scheduling of orders for steel products has been amended to provide for the establishment of scheduled programs for the production and delivery of steel.

The amendment states that NPA will from time to time approve scheduled programs calling for the production and delivery of steel products for stated purposes over specified periods of time. Upon approval of major programs of this type, supplements to this order will be issued describing such programs and specifying the manner in which they are to be carried out by the steel industry.

N.P.A. Order M-4

A ban on the construction of new buildings for amusement, recreational or entertainment purposes was put in effect under provisions of Order M-4.

The order states that it will be the policy of NPA that in the event that increasing material shortages clearly indicate the need for action in the national interest, NPA may further limit the commencement of construction of additional types of projects which do not support the defense effort or increase the nation's productive capacity.

The following activities constitute commencing construction: Pouring or placing footings or other foundations; incorporating permanently in place additional building materials in a building which is being remodeled.

The following activities *do not* constitute commencing construction: Demolition of buildings, tearing out partitions, site preparation such as excavation, grading, filling, laying down driveways, walks, railway sidings, etc., erecting temporary fences or construction barricades, work sheds and construction shanties, laying pipes, conduits and wires outside of the boundary lines of the walls of the structure, building retaining walls not physically incorporated within the structure.

The order permits within specified limits small jobs and construction for necessary maintenance and repair of buildings or structures of this type and also permits restoration of such buildings in the event of a disaster, an act of God or an act of war.

Maintenance and repair means such work as is necessary to keep a structure or project in sound working condition or to rehabilitate a structure or project or any portion thereof, when the same has been rendered unsafe or unfit for service by wear and tear or other similar causes. The term does not include any building operation or job where substantial structural alterations or changes in design are made.

Small jobs in connection with recreational and amusement building includes alterations, additions, improvements and modernizations where the cost of all such work shall not exceed the sum of $5,000 for any consecutive twelve months' period.

N.P.A. Order M-5

Rules for handling defense orders for aluminum under the priorities system were outlined by Order M-5.

The order provides for a 60-day "lead time" in the scheduling of defense orders by stating that no aluminum producers and fabricators are required to accept defense rated (DO) orders received less than 60 days before the first day of the month in which shipment is requested.

The order requires producers of primary aluminum to accept rated orders from independent fabricators up to 6½ per cent of the producer's monthly scheduled production of primary aluminum pig and ingot. To provide supplies to independent fabricators, the order sets a "ceiling on the number of defense orders which aluminum producers need accept in any one month, based both on product and total tonnage."

N.P.A. Delegation 1

Issuance of an amendment to NPA's original delegation of authority to the Department of Defense under the basic priorities system was announced by the National Production Authority.

The amendment is designed to provide a method for meeting re-

quirements of programs intimately connected with national defense, but where procurement is not made directly by the Department of Defense.

Under the amendment, the Department of Defense may now assign ratings for authorized programs of such other U. S. Government agencies as NPA may designate by special direction to the Defense Department, or reclegate this authority to assign ratings to such specially designated Government agencies.

Formerly, the authority of the Department of Defense to use "DO" ratings was restricted to the procurement and construction programs of that agency or of the Mutual Defense Assistance Program.

N.P.A. Order M-6

This order is designed to insure stocks of steel products in steel warehouses and to establish regular allotments to warehouse concerns to supply the small business firms dependent on them for their steel needs.

The new order requires steel producers to allot to their warehouse customers proportionate percentages of each steel product, based on average monthly shipments during the first nine months of this year. These allotments will come out of the steel production available after the mills have filled defense requirements.

N.P.A. Order M-7

This order provides that users of aluminum may not use for non-defense purposes within each quarter more than 65 per cent of the average quarterly use of aluminum during the first six months of this year. To provide time for the necessary adjustment, this reduction will start in January.

N. P. A. Interpretations 1, 2 and 3 For Regulation 1

The first three interpretations of its inventory control regulation issued by the NPA cover methods of adjusting orders, the extent of the imported materials exemption, and deliveries of goods through intermediate distributors.

Methods of Adjusting Orders

The regulation provides that in cases where deliveries of goods covered by outstanding orders would result in a person exceeding his practical minimum working inventory, he must promptly cancel, reduce, or defer such orders to the extent necessary to meet the requirements of the regulation.

The interpretation makes clear that the regulation does not dictate which one of these methods of adjustment is to be used. It explains that the regulation does not require cancellation of orders nor give either buyer or seller an absolute right to cancel, but gives to each the alternatives of reduction or deferment. That matter is left to negotiation between them. In this way, interference with existing contracts between the two can be minimized, NPA said.

Exemption of Imported Materials

The inventory control regulation provides certain exemptions with respect to imported materials.

These exemptions also extend to persons who contract for the material prior to landing even though they buy from or through an importing broker, wholesaler, or other importer who makes the customs entry in his own name, places the material on board a carrier for inland shipment and retains title until shipment is made. If the importing broker, wholesaler or other importer takes the material into his own stock or inventory, however, any person to whom he delivers it is subject to the regulation. The latter may not accept delivery if as a result his inventory would exceed the minimum practicable working level.

Provisions for adjustment of outstanding orders do not apply to orders for imported material placed by persons who are entitled to take delivery from or through the broker, wholesaler or other importer who does not take the materials into his own stock or inventory.

Deliveries Through Intermediate Distributors

As spelled out in the inventory control regulation, delivery of materials may be made and accepted in certain special cases after orders have been adjusted, even though this results in inventories in excess of minimum practicable working amounts. These cases involve situations where the supplier, before being informed that delivery must be withheld, has already progressed so far toward filling the order that it would be unreasonable to force him to stop delivery.

The new interpretation specifies that intervening dealers, who stand between such a supplier and the ultimate purchaser into whose inventory the material will go, may likewise make delivery provided they do not take the material into their own inventory. In other words, the purpose is to preserve the role of such an intervening dealer as a conduit, rather than an inventory-carrying merchant, by enabling him to pass along the material from the supplier to the customer for whom physical delivery is intended. He is permitted to do this in any case where the supplier could make delivery on a direct sale to the customer.

N.P.A. Order M-9

Rules for accepting and scheduling rated defense orders for zinc were established by Order M-9.

The order provides a 30-day "lead time" in the scheduling of defense orders by stating that zinc producers and fabricators are not required to accept "DO" orders received less than 30 days prior to the first day of the month in which shipment is requested.

The order also set ceiling limitations on "DO" orders relating to zinc, zinc dust or zinc oxide.

General Activities of NPA

Secretary of Commerce Charles Sawyer announced that the 42 field offices of the Department of Commerce are prepared to provide additional guidance to businessmen on the programs of the NPA as well as other department programs.

- NPA Administrator William H. Harrison announced the creation of an Office of Small Business in the NPA to insure maximum participation of smaller business concerns in the defense effort.

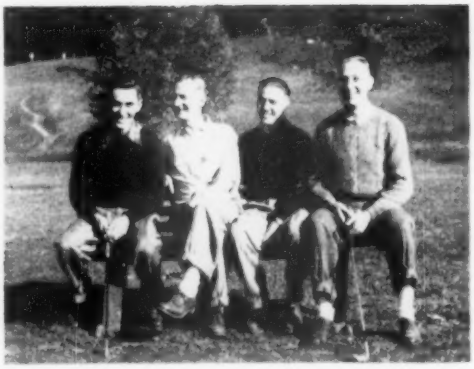
- Plans for the establishment of a wholesale trade division to give adequate service and information to that industry are in the making, the NPA announced, following a meeting with 50 wholesalers representing all segments of the industry. (See news columns for further information on this meeting.)

Electrical Wholesaling's CAMERA CLICKS

At French Lick Springs Hotel, French Lick, Ind.

Distaff half of Lake Michigan Club poses on the steps of French Lick Springs Hotel at French Lick, Ind.

E. Peterson, G. E. Supply, Milwaukee; N. J. MacDonald, Thomas & Betts; C. Moses, Thomas & Betts; A. Kahn, G. E. Supply, Chicago.



F. McLaughlin, U. S. Rubber; C. Lechner, Chicago Elec. Sup. Co.; C. Bloden, Clayton Mark Co.; J. Louver, U. S. Rubber.

Front row: A. Annister, Englewood Electrical Supply Co.; D. Bowden, G. E. Lamp; T. Egan, Emerson Elec. Co. Back row: R. French, Steber Mfg. Co.; C. Miller, Emerson Elec. Co.

W. E. O'Brien, Toastmaster Products Div., McGraw Electric Co.; F. Rexford, Toastmaster; C. Powell, Graybar Electric Co., St. Louis; W. E. Guy, Graybar Electric Co., Chicago.

Great Lakes Wholesale Distributors Meet at French Lick

Howard Hanson, Van Cleef Bros.; Fred R. Eiseman, Jr., Revere Electric Supply Co.

FRENCH LICK, IND.—With nearly 100 electrical wholesale distributors from the Great Lakes states and an even larger turn-out of manufacturers in attendance, the annual meeting of the Lake Michigan Club at French Lick Springs Hotel chalked up a new post-war attendance record.

W. E. Guy of Graybar acted as chairman, and veteran A. J. McGrerth, managing director of the Chicago Electrical Wholesalers Association, officiated as secretary, and they saw to it that the programs presented at the general sessions were run off smoothly and on schedule.

Much regret was expressed that due to illness genial "Al" Nicoll, president of Graybar Electric Company, was unable to deliver the major address, "The Future of the Electrical Industry," which he had prepared. It was read by one of his associates, Willard E. Henges, and created such wide interest that requests for copies were made by many members and several prominent manufacturers wanted large quantities for general distribution.

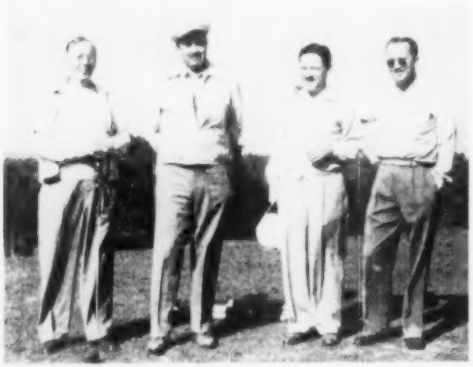
E. T. Rowland, publisher of the

Harold Gordon, Diamond Wire & Cable Co.; A. Nelson, Westinghouse Lamp; Geo. Albiez, Englewood Electrical Supply Co.; L. Price, Price Bros. Sign Co., Chicago.

Harry White, G. E. Lamp; Lester Annister, Englewood Electrical Supply Co.; John Hoffman, Englewood—South Bend; E. Von Driska, Englewood—Rockford; L. Merrefield, Englewood—South Bend.

L. K. Schoenbrod, Electro Mfg. Corp.; Sam Rosenthal, Hyland Electrical Supply Co.; C. Schneider, Electro Mfg. Corp.; Chas. Weicensang, Hyland Electrical Supply Co.

A. Frankel, Westinghouse Lamp; Dick Wilson, Forest City Electric Supply Co.; Carl Jensen, Westinghouse Lamp; Paul Wilson, Forest City Electric Supply Co.



Bert Holub, Sycamore, Ill.; Dick Potter, United States Elec. Co.; Gene Hagen, St. Louis; Chas. Stoike, Revere Elec. Sup. Co.

Ed Butler, St. Louis; Geo. Glatthar, Art Metal Co.; Clarence Steber, Chicago; John Steele, St. Louis.

Chicago Electrical News, stirred up a good bit of discussion with a plan for making industry interdependence a more living part of all-industry activities. His ideas were most heartily endorsed by many, while Felix Van Cleef of Van Cleef Bros. offered a formal resolution in support of the plan.

Every one present was impressed with the soundness of the arguments of "The Need for More Selling," which W. E. O'Brien, General Sales Manager, Toastmaster Division of McGraw Electric Company, presented in dramatic fashion.

If any of the wholesale distributors present had been lagging in promoting home lighting the talk, "Opportunities for Residential Lighting," made by Miss Myrtle Falisbender of the Westinghouse Lamp Division certainly sent them home with determination to give that important branch of the lighting market the attention it deserves.

Several talks on current problems inevitably led to discussions of the new Government controls problems and no one was left in doubt about the desirability to get their house in order so as to make certain that the new burdens would rest as lightly as possible on their organization.

Shortages of materials came in for some extended discussions and manufacturers who frankly told their side of the problem did an outstanding job of making their distributors feel satisfied that they were getting a square deal.

At the closing session a rising vote of thanks was given to the chairman, the officers and the committee for having provided such an excellent program.

Members of the Advisory Committee were: D. R. Cohen, Glasco Electric Company, St. Louis; Fred R. Eisenan, Jr., Revere Electric Supply Co., Chicago; Joe Fink, Efengee Electric Supply Co., Chicago; Andy Nelson, Westinghouse; Earl M. Nelson, National Electric Products Corp., Pittsburgh; Harry Roseth, Co-op Electric Supply Co., Chicago; Stan Whitford, Pass & Seymour, Syracuse, N. Y.

The annual golf competition for possession of the much cherished Dubsky-McCafferty trophy was run off under sunny skies and over a course that was practically free from unscheduled water puddles, muddy ground and other alibi-inducing hazards.

Fred S. Johnson, president of one of Milwaukee's oldest wholesale distributors—Boggis-Johnson Electric Co.—was the winner, while the prize for the lowest "gross" score went to Sam Rosenthal of the Hyland Electrical Supply Co., Chicago, Ill.

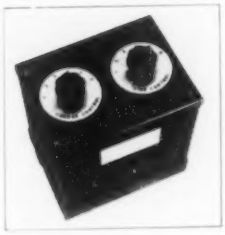
NEW PRODUCTS you can SELL

OUTLET COMBINATIONS

Two triple outlet combinations designed to match the switch plates already in the remote-control line are available from the manufacturer. The outlet combinations are of molded, one-piece ivory plastic construction and, according to the manufacturer, take much less box space than conventional convenience outlets and are equally suitable for customary wiring installations. Catalog No. RO-1 outlet has common feed and common ground, and cat. No. RO-2 outlet has separate feed and common ground. Separate feed for the RO-2 permits control of one or two outlets by switches while the remaining outlet or outlets remain live. Both combination outlets are listed by the Underwriters' Laboratories, and are rated for 15 amps., 125 volts; and 10 amps., 250 volts.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors. General Electric Co., Bridgeport 2, Conn.

HYDRAULICALLY-OPERATED steel boom with a self-leveling work platform on the end, which has a guard rail and is insulated to protect against 8,000 volts, lifts worker up into air. The boom, 16 feet long when closed, extends to 26 feet and can be used on a 1½ ton or larger truck. Controlled by the worker on the platform by an arrangement of foot buttons, the boom may also be operated from the truck cab. Capital Industries, Inc., Portland, Ore.



TAP CHANGING TRANSFORMERS

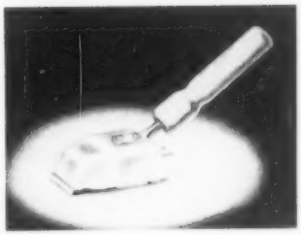
This tap changing transformer is one of a series designed to replace rheostats and input control devices to afford more accurate control of electric furnace temperatures. They also can be used in laboratories wherever a wide range of voltages is required. Available in several types, the 750, 1700 and 3500-watt transformers provide 36 equal steps of output voltage control and may either be wall or benched mounted. A 5000-watt model provides 72 steps of output voltage and is shelf mounted. An asbestos heater cord and plugs are furnished with the 750 and 1700-watt types while the 3500 and 5000-watt models are designed for installation with rigid or flexible conduit. Illustrated above is the 750-watt model.

● DISTRIBUTOR'S POTENTIAL MARKETS: Industrial buyers and laboratories. Hevi Duty Electric Co., Milwaukee 1, Wis.

ELECTRIC ROOM HUMIDIFIER

A compact unit built of two-tone green-grey and cream plastic, this electric room humidifier is a new model of a line introduced by this manufacturer three years ago. It measures 11 in. high and 13 in. in diameter.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical dealers, hardware stores and department stores. Fresh-nd-Aire Co., 221 North La Salle St. Chicago 1, Ill.



ELECTRIC PAINT PEELER

Using a 200-watt a.c.-d.c. heating element in combination with a special 2-in. scraper blade, this electric paint peeler is attached to a standard appliance cord which may be plugged into any 115-volt outlet. Adaptable for peeling paint, enamel and varnish to the bare wood, this peeler, according to the manufacturer, works equally well on all types of woodwork and furniture.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical dealers. "Slik" Products Co., Manitowoc, Wis.

HAIR DRYER incorporates the two following features: stand construction which permits tilting of the dryer to any desired angle; and valve adjustment on top of dryer which permits controlling of heat intensity, in addition to conventional "hot-cold" switches. Lightweight unit can be removed from stand for hand use. Hamilton Beach Co., Division Scoville Mfg. Co., Racine, Wis.

TEMPORARY OUTLET PROTECTOR

Constructed of red cardboard, die cut and scored to slip inside the outlet box, this temporary outlet protector keeps plaster and concrete from clogging up boxes between the roughing-in and finishing stages of construction. Designed to fit all standard boxes, this temporary protector comes in five sizes: 1-gang, 2-gang, 3¼-in. and 4-in. octagon, and 3¼-in. round.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors. Gedney Electric Co., R.K.O. Building, New York City 20, N. Y.

FLUORESCENT LAMPS

Consisting of 48-in. T-12 40-watt tubes, 72-in. T-12 65-watt tubes and 96-in. T-12 75-watt tubes, this new line of instant-start type fluorescent lamps incorporate single-pin bases. These lamps are available in four colors: "Standard Cool White," "Standard Warm White," "Deluxe Cool White" and "Deluxe Warm White."

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors. Commercial, industrial and institutional buyers. Solar Electric Corp., Warren, Pa.

HAND LAMP

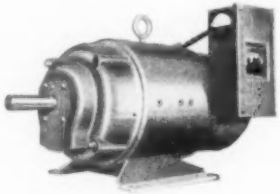
Powered by one standard 6-volt lantern battery, a hand lamp is equipped with a chrome-finished 4-in. lamphead, parabolic reflector, bulb and heavy glass convex lens to give spot or spread light. Head is adjustable 95 degrees in a vertical plane. Weatherproof, rustproof battery container and hinged cover are constructed of 20-gauge steel and finished in red baked enamel.

● POTENTIAL MARKETS: Hardware, appliance and department stores. Recommended by the manufacturer for motorists and sportsmen, and for utility and emergency uses around farms, homes, resorts and in industry. U-C Lite Mfg. Co., 1050 West Hubbard St., Chicago 22, Ill.

FLUORESCENT FIXTURE

Designed for illuminating industrial and semi-industrial areas, this fixture provides both direct and indirect lighting. The indirect component lightens ceiling area while the direct component provides even illumination on working surfaces. Side panels can be removed for thorough cleaning without the use of tools.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors. Industrial and commercial buyers. Curtis Lighting, Inc., 6135 West 65th St., Chicago 38, Ill.



EMERGENCY GENERATOR

Designed for tractor belt-drive, this generator is available in 3,000, 5,000 and 10,000-watt capacities. It supplies exactly the same 115/230-volt, 60-cycle alternating current delivered by commercial power lines, according to the manufacturer. A feature of the generator is the mounted control box, with knockout plugs, containing an a.c. voltmeter which permits the generator speed to be adjusted to correct voltage, and a protective circuit breaker to guard against overloads. Drip-proof protective housings shield internal parts against water, grit and dirt. Removable covers simplify inspection and cleaning.

● POTENTIAL MARKETS: Electrical contractors. Rural buyers. Recommended by the manufacturer as an emergency source of electricity for farm lights, dairy equipment, water pumps, etc. D. W. Onan & Sons, Inc., Minneapolis, Minn.

When Writing Mention **ELECTRICAL WHOLESALING**

News Notes from N.A.E.D.

(Continued from page 81)

mitted for OCR's consideration. Names have been proposed for two specific advisory groups—one to represent Electrical Apparatus and Supplies wholesalers and the second to represent distribution in the Radio, Television, and Electrical Appliances field. It is believed, as a result of conferences at Washington, that two distinctly separate advisory committees will be appointed, as suggested. This will give each division of the electrical distributing industry a full opportunity to cooperate with OCR. In that manner the two industries' peculiar conditions and factors can be given thorough consideration when, in the opinion of NPA, regulations and controls for industry may become necessary.

NEWS

(Continued from page 51)

pooling arrangements from as far west as Chicago; from as far to the southwest as Houston; from Atlanta on the southeast; and from the northeastern city of Boston; and, of course, from the electric systems in between.

• As a sidelight on the magnitude of the electricity generation of which the United States is capable, last year this nation produced about 43 per cent of all the electric power generated in the world. The next largest power producer, Russia, generated only about one-fifth of the amount produced by the United States.

Plant Maintenance Show To Be Held Jan. 15-18

CLEVELAND—The most elaborate and interesting meetings ever planned on the subject of plant maintenance will get under way here January 15 through 18, when the Plant Maintenance Show and the concurrent Conference on Plant Maintenance will be held at the Public Auditorium.

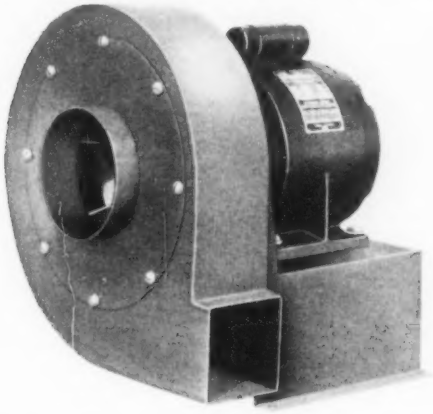
Forty live speakers drawn from a cross-section of American industry will address the conference while more than 150 companies will display thousands of new products designed to cut the huge maintenance bill of industry.

A number of national and regional scientific organizations are cooperating

Peerless Electric

PRESSURE BLOWERS

FOR SMALL EXHAUST SYSTEMS AND FOR CONVEYING, COOLING, ETC.



PRODUCE A LARGE VOLUME OF AIR AT HIGH STATIC PRESSURES

• Peerless Electric pressure blowers are designed to produce a large volume of air at high static pressures with the advantages of a self cleaning paddle wheel.

These blowers are recommended for small exhaust systems where air is laden with dust or grit, and also for supplying high pressure air for conveying, cooling, etc.

The blowers are made in four sizes, with motors of 1/8, 1/3, 3/4 and 2 H. P., and wheels 7-3/4 x 2, 9 x 2-1/2, 10-5/8 x 2-1/2, and 12-1/2 x 2-1/2, respectively.

WHEELS — Constructed with straight radial blades supported on a heavy back plate with heavy cast-iron hub, dynamically balanced and designed for efficient operation.

HOUSINGS — Arc-welded 16 gauge steel housings and motor bases for rigidity and long life.

MOTORS — Standard blowers furnished with single phase Capacitor-Induction type or three phase Induction motors. All are equipped with ball bearing, rigid mounted motors. Also available in other current characteristics for special applications.

ROTATION and DISCHARGE — Furnished for clockwise rotation, bottom horizontal discharge unless otherwise specified. At time of installation housings or wheels may be turned for other discharges and rotation if so desired.

CAPACITIES — Tested and rated in accordance with codes adopted by National Association of Fan Manufacturers and the American Society of Heating and Ventilating Engineers.

GUARANTEE — Units are guaranteed against defective workmanship or material for a period of one year from date of shipment from factory. Each unit when shipped is registered and the serial number identifies it immediately for spare parts or duplicates.

Write for sheet giving complete specifications and prices.

THE PEERLESS ELECTRIC COMPANY

Established 1893 • WARREN, OHIO

Peerless Electric

MOTORS • FANS • BLOWERS

Here's Why | The New

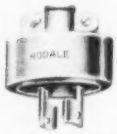
Turn-Tyte

The cord connector body consists of two pieces of molded bakelite. The base of the cord connector body is armored and has a cord clamp. Other features: .625 cord hole, with 1¾" O.D. Positive heat-free conductivity is assured because all connector bodies and receptacles contain bronze contacts mounted on brass terminals. All metal straps and armor are coated to resist rust and corrosion. **Catalog #3200.**

INTERLOCKING DEVICES WILL SELL!

- Require only a slight turn.
- Interchangeable with other interlocking devices.
- Underwriters' Listed.

Rodale's new TURN-TYTE line of interlocking devices assures trouble-free connections! TURN-TYTE will be wanted, and it will sell, just as all other Rodale quality products. For catalog and complete details on TURN-TYTE write today to Department EW-1.



2 Wire TURN-TYTE Armored Caps with Cord Clamp
10A—250V 15A—125V
Dim O.D. 1¾" Cord Hole .625
Catalog #1026
20A—250V
Dim O.D. 1¾" Cord Hole .625
Catalog #1226

3 Wire TURN-TYTE Armored Caps with Cord Clamp
10A—250V 15A—125V
Dim O.D. 1¾" Cord Hole .625
Catalog #1036
20A—250V 10A—125V
Dim O.D. 1¾" Cord Hole .625
Catalog #1236

3 Wire Polarized Armored Cap with Cord Clamp
20A—250V
Dim O.D. 1¾" Cord Hole .625
Catalog #1201

2 Wire TURN-TYTE Receptacles (Bakelite)
10A—250V 15A—125V
Catalog #1020
20A—250V
Catalog #1220

3 Wire TURN-TYTE Receptacles (Bakelite)
10A—250V 15A—125V
Catalog #1075
20A—250V 10A—125V
Catalog #1275

3 Wire Polarized Single Receptacle (Bakelite)
20A—250V
Catalog #1230

RODALE MANUFACTURING CO., Inc.
EMMAUS PENNSYLVANIA

actively in the sponsorship of the events. The conference is being sponsored jointly by the American Society of Mechanical Engineers and the Society for the Advancement of Management. The American Society of Lubrication Engineers will present a panel discussion on lubrication. The Cleveland section and management division of the ASME will sponsor the banquet at which "What National Defense Means to Plant Operation" will be discussed. Cooperating will be the Cleveland Engineering Society and the Cleveland section of SAM.

L. C. Morrow, consulting editor of the McGraw-Hill publication, *Factory Management and Maintenance*, will act as chairman.

In addition to general sessions, separate conference meetings will be devoted to special problems in particular industries. These will include chemicals, paper and paper products, food, and metal working. Separate sessions also will discuss lighting equipment, problems of the small plant, electrical equipment, and power plant and heating equipment. Among the speakers chosen to talk on "Selection and Maintenance of Lighting Equipment" is Berlon C. Cooper, eastern editor, *Electrical Construction and Construction*, a McGraw-Hill publication.

NAED Wants Mfrs. To Carry TV Tax

CORONADO, CALIF.—A resolution stating that the television excise tax be administered in precisely the same manner as was the radio excise tax imposed in 1934, was recently adopted by the board of governors of the National Association of Electrical Distributors at its meeting here. The excise tax levied on radios in 1934 was imposed upon the manufacturers of the sets.

RAYBRO Electric Supplies, Inc., Tampa, Florida, recently announced the appointment of Frank Moos as manager of lighting and lamp sales. Mr. Moos has had more than 20 years experience in the field of illumination, including research, lamp sales, wholesale and direct factory representation in the lighting field. He will make his headquarters in the firm's main office in Tampa.

L. G. DUNN was recently appointed sales manager of the Union Electric Supply Co., Ltd., electrical wholesaling firm of Montreal, Que. Connected with the Canadian General Electric Co., Ltd., for the past 16 years, Mr. Dunn previously served that firm as appliance district sales manager at Montreal.

Hotpoint, Inc., Names Defense Coordinator

CHICAGO—Fred J. Walters, vice president, Hotpoint, Inc., was recently named defense coordinator for the company. At the same time, Edward R. Taylor, sales manager, was promoted to the post of general sales manager.

While details of Mr. Walter's new assignments have not been developed, he will be chairman of a defense contract committee. Mr. Taylor's expanded responsibilities include head of staff and functional marketing activities at the firm's Chicago headquarters and director of the company's national sales organization operating through eleven district offices. The latter area was his principal responsibility in his former post.

John F. McDaniel, previously assistant sales manager, was moved up to sales manager and will increase his functions to perform many of those previously conducted by Mr. Taylor.

Arkansas Wholesaler Adds Plumbing Supplies

LITTLE ROCK, ARK.—Arkansas Electric Co. of this city, electrical wholesaler for 30 years, recently purchased the plumbing supplies of the Central Supply Co. located here at 115-117 Scott and 201-207 East Markham Streets. The firm will add a wholesale line of plumbing supplies.

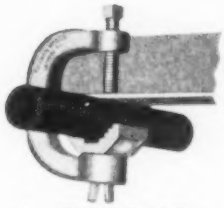
One of the oldest wholesale houses in the Southwest, the company was the first Westinghouse lamp distributor west of the Mississippi. Six salesmen are employed to cover the company's Arkansas territory. J. W. Ball is the firm's president.

LATROBE

FLOOR BOXES — WIRING SPECIALTIES

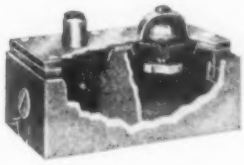
PRODUCTS

QUALITY THAT LASTS



No. 470 "Bull Dog" Pipe or Conduit Hanger

Efficient and dependable for hanging pipe or conduit ½", ¾" and 1" to steel beams up to ⅜" thick—or for use as ground clamp.



No. 252-R Two Gang Adjustable Floor Box

Neat and practical with No. 208 Receptacle in one section. One Cover Plate has ½" Rust brass plug, other has 2".

CONVENIENT—PRACTICAL

The ease and speed with which "Latrobe" Products are installed cut time and labor costs substantially. The same directness of design that makes for these fast installations also helps assure smooth, trouble-free service.

Sold Only Through Wholesalers

BX Cable Staples

Millions of these high quality staples are in use all over the country. Packed in cartons, kegs or barrels.

No. 110 "Latrobe" Watertight Box

Unique compact design unexcelled for service in concrete or wood-finished concrete floors. Cover Plate 3½" diam.

No. 284 Nozzle, No. 200 Cover Plate

Furnished with ½" or ¾" brass pipe extension, this trim Duplex Receptacle Nozzle is built for dependable service.

"Bull Dog" Insulator

Safe and sure for clamping porcelain or glass insulators to expanded steel frame work. Four sizes.

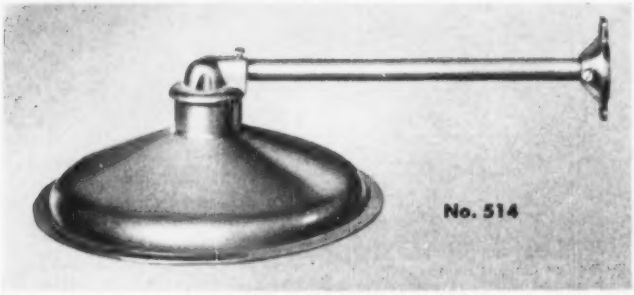
EASILY INSTALLED

FULLMAN MANUFACTURING CO.
LATROBE, PA.

ECO-NOMICAL

B-I

FITTINGS AND FIXTURES



BLACKHAWK PORCELAIN ENAMEL YARD LIGHTS

Built for Bright Profits

- Highest quality porcelain enamel reflector
- Cast iron head and flange — zinc plated
- Galvanized conduit extension
- Independent reflector mounting
- Rigid design and construction
- Wired with porcelain socket and No. 14 Type T wire

Number	Diameter	O.A. Length	Watts
514	14"	24½"	150
512	12"	23½"	100

Immediate delivery from adequate stocks to electrical wholesalers only

Write for Free Catalog

B-I

BLACKHAWK INDUSTRIES

DUBUQUE, IOWA

Entrance Cable Fittings • Sill Plates • Conduit Entrance Caps
Connectors • Staples • Box Supports • Fluorescent Brackets
Cable Straps • Yard Lights • Wire Holders • Locknuts and Bushings

NEWLY appointed manager of the electrical products sales division of the American Steel & Wire Co., Cleveland, is Charles H. Eisenhardt. Starting as a stenographer in the company's sales department 25 years ago, Mr. Eisenhardt held successive positions until he was made assistant manager of the sales division in 1944.

Wholesaler Launches Film Spot Commercials For TV

CHICAGO—The Englewood Electrical Supply Co. recently signed David Ettelson and Associates, film producers of Hollywood and Chicago, to produce a series of 20 and 60-second TV commercials to acquaint television audiences with the new Textron Electric Blanket.

ACO PRODUCTS

FASTENING DEVICES

• • A Large Variety

Pipe Straps and Cable Clamps —all types and sizes

Perforated Hanger Iron

Also one hole pipe straps, BX Cable Clips and Bolt and Nut type Lead Expansion Anchors.

WE SELL TO WHOLESALERS ONLY.

AMERICAN WALL TIE CO.

2711 W. LAKE ST. CHICAGO 12, ILL.

America's Road to Victory

. . . Let's Increase Production

This is the time to speak out—now—at the beginning.

Our industrial program for re-armament is getting off on the wrong foot.

The talking and writing about it emphasize the wrong things.

Its headline words are "cuts" and "controls."

Those words make bad propaganda for the cold war.

"Cuts" and "controls" are no words to challenge the imagination and energy of our own people. They won't impress the masters of the Kremlin. And they can only make it appear to the rest of the world that America thinks it can defend the free way of life by abandoning it.

America stands as the world's champion against aggression because America has become the most powerful free nation in the world.

How did we get that way?

Not by putting ceilings on wages; not by rationing or clamping iron-clad government controls all over business and industry.

To be sure, some temporary controls are necessary to channel very scarce materials speedily to use for defense. So, too, are special taxes and credit restrictions needed to combat inflation. But they will be fatal if they blind us to this fact:

We became the strongest nation in the world by out-producing every other nation.

Production—The Final Answer

Next year our government is planning at least a $40 billion military program. Instead of planning only on controls to divert $40 billion of production from the making of civilian goods to the making of military supplies, we should be figuring out also ways to push up total production.

Of course, our industrial plant is running at close to "capacity" now. And our labor force has reached almost full employment. There isn't much slack to be taken up.

Can even the United States add a $40 billion miracle of production on top of what it is already doing?

Our answer is "Yes"—and within two years. It can be done by adding about $6 billion each year to our program of capital investment which now runs about $22 billion a year.

Part of this added production will come from expanding our industries. The steel companies, for example, already have plans to increase their capacity almost ten per cent in the next two years.

But by far the largest part of that $40 billion of added production must come from higher productivity—raising industry's efficiency.

continued on next page

To meet our goals we need to raise our productivity five per cent a year.

Can it be done?

The answer is an emphatic "Yes."

Raise Industry's Productivity

McGraw-Hill's studies of industry's equipment show that there are countless opportunities for improving efficiency. Our manufacturing industries alone need at least $35 billion of new equipment to raise their facilities to first class technical standards.

Here are some of the broad possibilities reported by the trained editors of McGraw-Hill's business magazines:

In many manufacturing plants as much as 40 per cent of workers' time goes into moving materials and parts—shifting things about within the plant between processes and to and from shipping platforms.

FACTORY estimates that improved materials handling equipment and methods might well cut handling costs twenty-five per cent and save annually over 650,000 man-years of unnecessary labor.

Modern machine tools designed since World War II are 40 per cent more productive, on the average, than is old equipment. But AMERICAN MACHINIST surveys show that 95 per cent of industry's machine tools are of designs at least ten years old. Replacing them could raise productivity of the metalworking industries at least ten per cent—enough to absorb a major share of the metalworking industries' part of the defense program as now planned.

In coal mining, latest equipment and methods can raise productivity sharply. The editors of COAL AGE estimate that production of bituminous coal could be raised from seven tons per man-shift to ten within three to five years.

Many new textile production techniques are 50 per cent to 75 per cent more efficient than those in use now. If plants could be fully modernized, and full use made of latest management methods, TEXTILE WORLD estimates that output-per-manhour would rise 20 per cent. *A FOOD INDUSTRIES study indicates that modern equipment plus the best management techniques could raise productivity in food processing at least 20 per cent.*

These are just some of the opportunities that industry can seize and by which the nation can profit.

A Nation-Wide Effort

Of course, industry itself can't do the whole job. Labor, government and all the rest of us must cooperate.

Government's part is to see that its emergency controls are so applied that they will increase productivity and thus make possible an early lifting of such controls.

Labor's part is to help in the development of labor-saving methods and machinery and to welcome their adoption as the only sure way of continuing to advance the American standard of living while maintaining the American free way of life.

For all of us the job is to work constantly for an expanding, ever-stronger America with constantly growing productivity; not a pinched and shackled America cooped up under wage and price ceilings and tied to a ration card.

Challenge to Industry

Here is a sharp challenge to industry to study the best work-methods that are being reported—to use every minute and every dollar it can to replace obsolete equipment.

Here is a sharp challenge to government to do everything within its power to make its control policies and its fiscal policies strengthen the incentives to industrial modernization—to demand sacrifice for a purpose and not for effect.

The job to which such opportunities point will take time—though nothing holds back adoption of some of the simpler improvements in work-methods reported in business magazines all the time.

But increasing production is our one best hope that we may be spared the full array of price, wage and production controls now and be freed eventually from all controls.

General Omar Bradley has said that the protection of our national independence calls for "long-range commitments that we are willing to carry out."

A long-range commitment to fight this battle for peace with America's most powerful weapon—industrial productivity—is the surest guarantee of victory for the free world.

Let's make that commitment—now—at the beginning.

McGraw-Hill Publishing Co., Inc.

To be photographed at Ettensor's Chicago studios, the new spots will combine live action and animation motion picture techniques to tell the story of the Textron blanket. According to Edward Auxter, sales and advertising manager of the Chicago wholesaling firm, the new commercials will be telecast over all Chicago TV stations and offered to Textron dealers in Chicago and other Midwestern cities for televising under their individual sponsorship.

Planned and written by Leonard Slatkin, scenario director of the film company, the new series is being created under the supervision of Mr. Auxter and Charles O'Leary, regional representative of Textron, Inc.

Canadian Wholesaler Opens New Headquarters

VANCOUVER, B. C.—Mackenzie, White & Dunsmuir Ltd., one of the largest automotive and electrical wholesaling firms in British Columbia, recently opened its new head office and warehouse here at 1100 Venables St.

While the new headquarters will be the center of operations, the firm has branches in Victoria, Nanaimo, Courtenay, New Westminster, Kamloops, Penticton, Trail, Nelson, Prince George, Chilliwack, and

"EASY TO FISH"

WITH
ATLANTIC FISH WIRE

SERVICE ENTRANCE CAP

1819

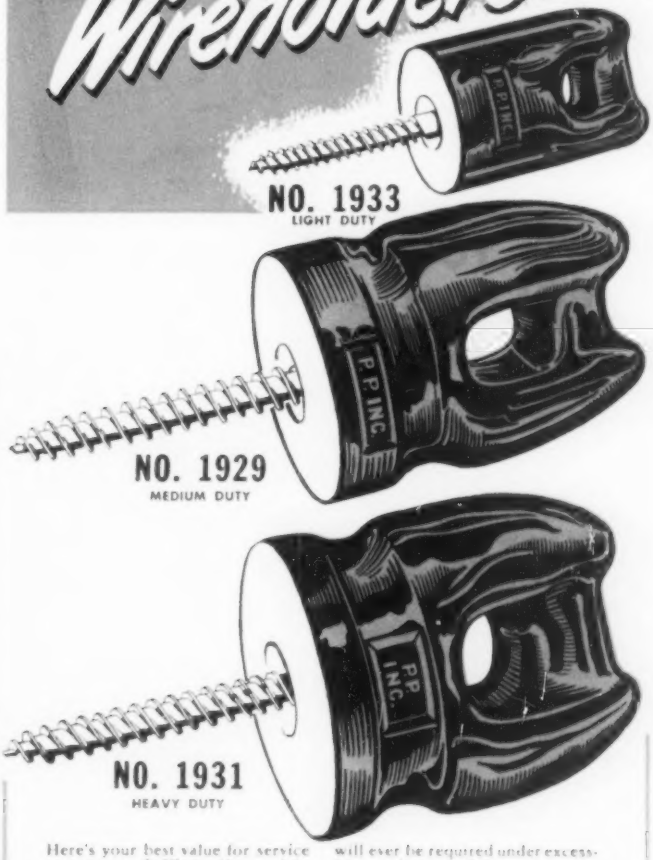
ATLANTIC CONDUIT
FITTINGS CO.
BOSTON, MASS.

FOR DOLLAR VALUE

FOR SERVICE VALUE

SELL PORCELAIN PRODUCTS'

All-Porcelain Wireholders



NO. 1933
LIGHT DUTY

NO. 1929
MEDIUM DUTY

NO. 1931
HEAVY DUTY

Here's your best value for service entrance work. These all-porcelain wireholders have no exposed metal parts to rust. They're designed to stand up under far greater wind, weather and cable loads than will ever be required under excessive conditions of ice and storm. And they're economy-plus, both on initial cost and long life. Send in your stock order NOW and stay ahead of customer demand.

Porcelain Products, Inc.
FINDLAY, OHIO

BRONCO 60

WIRE AND CABLE IS

CERTIFIED

FOR YOUR CUSTOMER'S

Protection

Western brings your customers electrical cords and cables that meet the long sought for standard of quality—jackets containing 60% *by weight* of Neoprene. BRONCO 60 *CERTIFIED* is warranted to contain not less than 60% *by weight* of new Neoprene. All cable is branded "BRONCO 60 *CERTIFIED*" every two feet. As further protection, each carton and reel carries a certificate signed by a registered professional engineer.

Longer lasting cold rubber insulation—soft annealed electrolytic copper strands, moisture repellent cushioning fillers, assembled to provide maximum flexibility: these features, combined with the new BRONCO 60 *CERTIFIED* Neoprene jacket, gives your customers longer lasting, safer and more economical cords and cables . . . cords and cables still more resistant to oils, chemicals, acids cutting or abrasion.

Be sure—be smart—always recommend and supply BRONCO 60 *CERTIFIED* whenever you sell electrical cords and cables.

Depend on BRONCO 60 CERTIFIED for extra profits on every sale.

WESTERN

Manufactured by

WESTERN INSULATED WIRE CO.

2425 EAST 30th ST. • LOS ANGELES 58, CALIFORNIA

another Vancouver branch at 1780 West Third Ave.

W. G. Mackenzie is president of the organization, with L. M. White as vice president, and John Dunsmuir as managing director and secretary-treasurer. The three men have been partners since the company's founding in 1922.

STANDING before the deluxe background display which Gross dealers will receive as part of a merchandising kit to introduce the new Murray kitchen appliance line in Metropolitan New York and New Jersey are William Fader, production manager; B. R. Gates, general sales manager; and Robert Gross, executive vice president—all of Gross Distributors. D. B. Jones, Murray regional sales manager, is second from the right.

UNEQUALLED

. . . FOR ELECTRICAL STABILITY

...users who KNOW buy only the BEST

Ask for them by name...

OKONITE and MANSON tapes

Wholesaler To Expand

SCRANTON, PA.—Ground was recently broken for erection of a new warehouse here at 431 North Seventh Ave. by Lewis & Ruff, Inc., electrical wholesaling firm. The proposed one-story building will measure 90 by 130 feet, and will provide extensive loading and unloading facilities.

Lamp Manufacturer Appoints H. E. Cohane

TOLEDO—According to a recent announcement by the Pyrofray and Vent-a-Ray Corporations of this city, Harry E. Cohane has been appointed vice president in charge of sales and merchandising. During the past two years as general sales manager, Mr. Cohane concentrated his activities on the promotion of the company's lamps and in both the home and industry. In his new capacity, he will not only continue his past work but will also be responsible for the marketing of the company's line of infra-red heat lamps.

Prior to joining the Pyrofray and Vent-a-Ray Corporation, Mr. Cohane was associated with the Colgate-Palmolive-Peet Company as district sales supervisor in the Chicago territory. He spent three

Simple as

A B C

Handle heavy reels easily and safely; remove wire or cable from top or bottom, front or back of reel with

ROLL-A-REEL

Style A:
2,000 lbs. cap.
37.50

Style B:
4,000 lbs. cap.
75.00

F.O.B. Cincinnati

Low slanted front and positive front lock insure quick loading or unloading.

Eliminate jacks, cumbersome handling.

Carried easily to reels, job or storage.

Sold through wholesalers only.

WRITE TODAY FOR DETAILS

ROLL-A-REEL
327 WEST FOURTH STREET
CINCINNATI 2 OHIO

IT'S WHAT'S INSIDE
A JEFFERSON SAF-T-LAG FUSE
THAT MAKES IT A BEST SELLER

Look inside a Jefferson THERMAL Saf-T-Lag Fuse and you'll quickly understand why the Saf-T-Lag is not just another non-renewable fuse but a triple duty fuse. It not only provides dependable protection on short-circuits and overloads but also protects against motor burn-outs due to single phasing of polyphase motors.

It's a Thermal Fuse

Saf-T-Lags provide triple protection. (1) They afford prompt, adequate protection to wiring and equipment against SHORT CIRCUITS. (2) They furnish an extreme accuracy of calibration and a long TIME-LAG that eliminate unnecessary blows on harmless overloads of short duration. (3) Saf-T-Lags also provide THERMAL protection to panel boards and switching equipment thus avoiding damage caused by poor contact, insufficient air circulation or poor heat dissipation.

The use of copper for the link means low watt loss and a cooler operating fuse. The balanced design of the link guarantees equal heat dissipation with no hot spots.

Write for Folder 482-ST and learn why Jefferson Thermal Saf-T-Lags are not just another non-renewable fuse but a triple duty fuse.

Approved by Underwriter's Laboratories.

JEFFERSON ELECTRIC COMPANY
Bellwood, Illinois

Send for Folder 482-ST Today.

JEFFERSON ELECTRIC

The Jefferson Extensive Line of Fuses includes:
Saf-T-Lag Thermal Fuses • Union Renewable Fuses • Super-Lag Renewable Fuses
Union Indicating Fuses • Gem Non-Indicating Fuses • Plug Fuses and Fustats

years in the U. S. Navy during World War II. Following this, he was co-owner of a beauty and cosmetic business in South Bend, Ind.

E.E.I. Releases New Office Lighting Program

NEW YORK—A new planned lighting program for use by electric light and power companies, distributors, contractors, manufacturers and other interested groups of the electric industry in promotion of planned office lighting, was recently released by the Edison Electric Institute and the Better Light-Better Sight Bureau.

This is the first of five new programs for the promotion of planned lighting in the office, home, store, school and factory markets. The new pieces included in the program have resulted from three years' experience in promoting planned lighting and the use of the original planned lighting program by over one hundred companies.

The new program offers a Guide folder with facts about the various new materials together with suggestions for their most effective use and a two-color 16-page Customer Booklet for use as a handout piece and follow-up to direct mail requests. Rounding out the program's

A Beauty in LOOKS

And OH Such... POWER

Power to Make

EXTRA SALES, EXTRA PROFITS

because it's America's STAND-OUT Flashlight Battery!

Those eye-catching Burgess zebra stripes pack a terrific sales punch for you! Designed to attract customer attention . . . carefully engineered of *only* highest quality materials, Burgess Flashlight Batteries fill the bill for fast turnover and repeat profits.

Stock Burgess Now! Cash in on the high volume flashlight battery market in your territory!

Sales-Proved, Self-Service Displays

Burgess zebra stripes have proved eye appeal—and these self-service merchandisers clinch sales on the spot. Two sizes: 12V holds one dozen cells, 48V holds four dozen—both displays designed to give mass effect in minimum counter space. Order yours!

Order Burgess Flashlight Batteries Today!

BURGESS BATTERY COMPANY
FREEPORT • ILLINOIS

Radiant Outdoor
FLUORESCENTS
. . . today's fastest
PROFITS

Scores of businesses in YOUR area want them!

Long-range brilliance through night and fog . . . at a fraction of incandescent light cost! Weatherproof, dependable, even in coldest days.

WALL-LITES

POST-LITES

67% More Light (BY ACTUAL TEST) at 1/3 old cost

Ideal for service stations, used car lots, outdoor theatres, night clubs, tourist courts, restaurants, highways, hotels, stop-and-shops, department stores, drive-ins, commercial bldg. entrances, etc.

U.L. Approved

Easy to install and maintain.

Distributed through recognized wholesalers

Write today for catalog on complete line of fluorescent fixtures manufactured by us.

GREAT NORTHERN MFG. CORP.

4221 Harrison St., Dept. EW-12, Chicago 24, Ill.

materials is a 20-minute Visualizer that tells the story of planned office lighting in 10 minutes. This booklet is designed as a sales training aid.

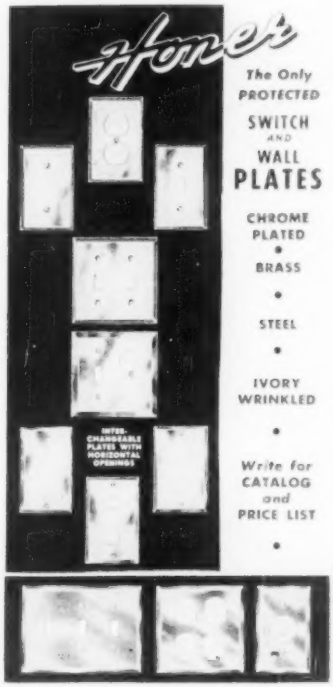
This new program is now being distributed to the industry and it is estimated that the other programs will be ready for distribution this month.

Wholesaler Leases Bldg.

NEW ORLEANS—Paco, Inc., electrical wholesaling firm of this city which sells to electrical contractors, industrial plants, appliance and furniture dealers, hardware stores and public utilities, recently leased a two-story brick building here at 601 South Peters St. The firm has taken out a long lease on the building. The company was established here in 1937 when it purchased the Electric Appliance Co. which had been in business since 1903.

Wesco Names Managers

NEW YORK—Robert T. Shreve was recently named consumer products sales manager for the Westinghouse Electric Supply Co. in the company's northwestern district, and T. Stanton Fremont was appointed to a similar post for the Chi-



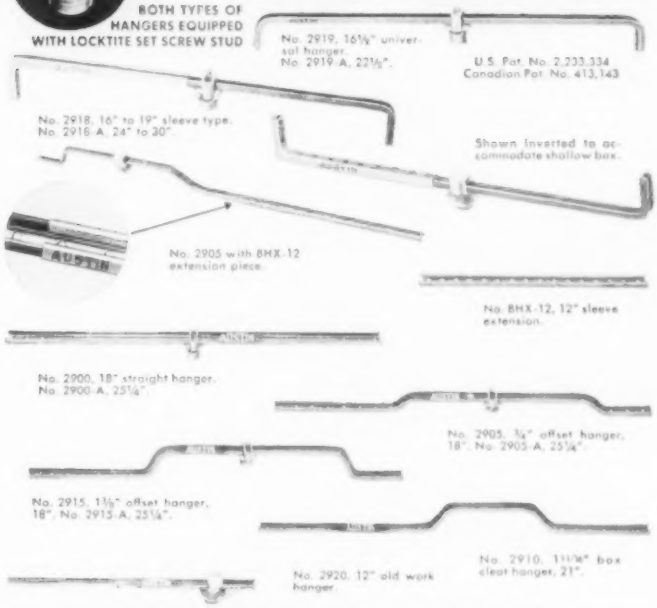
HONER MFG. CO.
612 S. GREEN ST. CHICAGO 7, ILL.

AUSTIN BOX HANGERS CHANNEL AND SOLID TYPES... A HANGER FOR EVERY JOB!

BOTH TYPES OF HANGERS EQUIPPED WITH LOCKTITE SET SCREW STUD

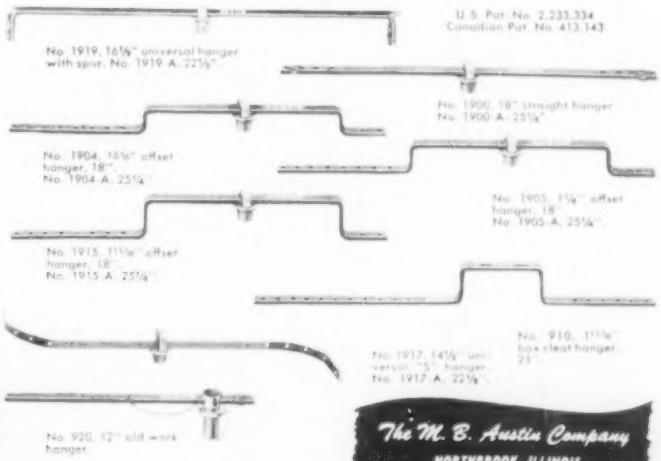
STEEL CHANNEL BOX HANGERS

Stronger, Lighter, Easier to Handle . . . Give Perfect Alignment, Complete Flexibility



SOLID STEEL BOX HANGERS

Position Quickly, Easily, Accurately



Write for Information and Prices.

The M. B. Austin Company
NORTHBROOK, ILLINOIS

GUTH LITE-BLOX

RECESSED TROFFERS because . . .

You can create with them an endless variety of efficient and aesthetic lighting patterns. It's simple: LITE-BLOX take the place of ceiling blocks.

- FAR MORE VERSATILE—18 sizes all with same cross-section. 32 choices of standard and slimline fluorescent lamps. Wide range of diffusing and shielding media.
- FAR EASIER, CHEAPER TO INSTALL— One-man can hang them with QM Brackets. Complete units ready to mount—no joiners. Exact footlengths—no trimming.
- PLUS THAT "HAND-CRAFTED" LOOK—Snap-on tailored trim in choice of smart plated finishes gives costly "custom-made" appearance

—at stock prices!

Build Your Relighting Plans With LITE-BLOX

For full details call your nearest GUTH resident engineer or write today for Bulletin 869-G.

Guth LIGHTING

THE EDWIN F. GUTH COMPANY / ST. LOUIS 3, MISSOURI

VULCAN

ELECTRIC SOLDERING TOOLS

PLUG TIP

All parts replaceable by simply removing 4 screws.

50 — 1/4" Tip Dia
100 — 3/8" Tip Dia
150 — 3/8" Tip Dia
150 — 1/2" Tip Dia
200 — 3/8" Tip Dia
100 — 3/4" Tip Dia

VULCAN ELECTRIC CO

DANVERS 9 MASS.

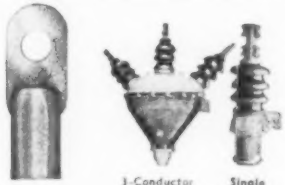
VULCAN

The contest which ran from June 12 to August 19, was open to all salesmen of the company's air conditioning department and franchised outlets. Winners were determined by the largest number of air conditioners sold. In addition to the competitive prices, each sale of a packaged air conditioner earned points which, when accumulated, were cashed in for a wide array of G.E. appliances.

USING Leader louvers, wall-to-wall illumination was provided in the recent modernization of Electric Supply Corp. offices in Chicago. Light source is simple fluorescent strips with reflectors, mounted direct to ceiling. Grills were installed below to provide maximum "shifting" of rays and shielding of lamps. The 6,000 sq. ft. office area has an average intensity of 50 foot candles.

ELECTRICAL SPECIALTIES
FOR HEAVY INDUSTRIAL SERVICE
FROM STOCK

RMC



Soldering Lug — 3-Conductor Angle Pothead — Single Conductor Pothead

Write for a complete selection of RUSGREEN bulletins

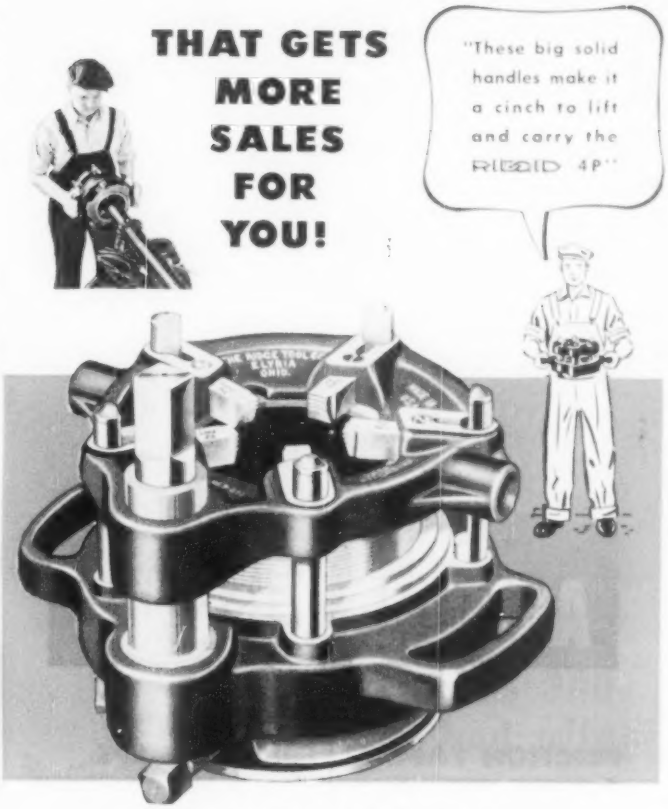
ENDULATORS (POTHEADS) ALL SIZES • ALL SHAPES • ALL VOLTAGES • ALL TYPES • BUS SUPPORTS • SPLICING KITS AND MATERIALS • INSULATING COMPOUNDS

★ ★ ★

RUSGREEN MFG. CO.
14260 Birwood Avenue • Detroit, Mich.

A Geared Pipe Threader

THAT GETS MORE SALES FOR YOU!



RIDGID No. 4P is a Tested Profit-Maker For Your Store!

● Your customers buy RIDGID 4P threader because they like its easy operation features. Balanced loop handles make it easy to pick up and put on pipe. Mistake-proof workholder sets to size before it's put on pipe, one screw to tighten, no bushings. 4 sets of 5 high-speed steel chaser dies give clean accurate threads on 2½", 3", 3½" and 4" pipe. Ratchet handle furnished. It pays you to sell this popular RIDGID worksaver threader.

RIDGID
WORK-SAVER PIPE TOOLS
THE RIDGE TOOL CO. • ELYRIA, OHIO

Here's why!

FRICTION TAPE

✔ PERFECT COHESION: Accurate sticks tight, stays tight to the work — not to your fingers.

✔ HIGH TENSILE: Allows time-saving fast, tight wraps over the most irregular surfaces and splices. Stretches taut, stays taut permanently.

✔ CLEAN STRAIGHT BREAK-OFF: No annoying ravels, no hard pulling for a clean break-off when you finish taping. Always tears straight.

✔ HIGH ABRASION RESISTANCE: Maximum protection against scuff, scraping or compression. Superior weathering qualities. No substitute offers its sure mechanical protection.

RUBBER TAPE

✔ MORE STRETCH: Has the unequalled stretch of genuine live, virgin rubber for slim, space-saving coverage. Always of uniform width and thickness.

✔ SELF FUSING: Fuses without heat. Forms a homogeneous covering that actually improves with age. Tackiness exactly right for easy working.

✔ PERFECT PIGTAILS: The safest, fastest tape for covering pigtails that was ever made. No fussing or pinching — no open ends.

✔ DIELECTRIC STRENGTH: The perfect insulation. Can't crack, peel or deteriorate. Superior aging quality is a time proven feature.

READY FOR YOU NOW — THE NEW ACCURATE CATALOG

All you need to know about tape in one handy brochure. Complete data and specifications including roll lengths and packaging. Write for your copy today. Just address ACCURATE MANUFACTURING COMPANY, GARFIELD, NEW JERSEY.

IF IT'S TAPE...IT WILL PAY YOU TO MAKE SURE IT'S **ACCURATE TAPE**

OBITUARIES

C. E. Vail

C. E. Vail, president, United Electric Supply Co., St. Louis, Mo., died September 6. He had been connected with that electrical wholesaling firm since 1902 when he and Hy Sikemeir founded it in St. Louis on 25 by 70 feet of floor space.

Mr. Vail was well-known throughout the electrical industry as an enthusiastic participant in and booster of the activities

C. E. Vail

of the National Association of Electric Distributors and the St. Louis Electrical Wholesalers Association.

He was always present at national and local meetings of electrical groups. An ardent photographer, he usually could be seen at such meetings taking pictures of friends and business associates. Many photographs taken by Mr. Vail have appeared in ELECTRICAL WHOLESALING.

in CORDial agreement!

Your customers will get along like newlyweds with their electrical appliances, if the cord sets are CORNISH . . . the sure guarantee of perfect contact and long wear . . . the happy farewell to CORD*elirium*!

CORNISH

CORDS and CORD SETS

APPROVED BY UNDERWRITERS' LABORATORIES

Selected by leading manufacturers . . . why not by YOU

A full line of Flexible Cords for the Repair and Service industry, obtainable through Jobbers and Distributors

CORNISH WIRE COMPANY, INC.

15 Park Row | New York 7, N. Y.

MANUFACTURERS APPOINT SALES REPRESENTATIVES

BALTIMORE—The Electrical Manufacturers Representatives Association is keeping its chairmen busy these days. Clarence Walker, chairman of the coming Electrical Industry Show for the spring of 1951, is busy organizing and getting everyone lined up. The Christmas party committee is making headway, under chairman Don Parker. To be held at the Emerson Hotel here, the committee promises that the party will be a bang up affair.

New member of the EMRA is M. C. Larson of Cutler-Hammer, Inc., at 18 West Chase St., Baltimore. Mr. Larson will be a welcome addition to the active association. The association's regular meetings are well attended by all the members. Discussions of late have proved to be quite spirited.

Officers of the EMRA include: President, Chas. E. Esposito; vice president, T. H. Marshall; treasurer, L. J. Daniels; secretary, Ed Barrington. The executive committee includes: Chairman, J. S. Coolidge; C. E. Walker and R. J. Bowes.

A Live Wire is no better than its Connections

DUPLEX LUGS

Square end — one or two attaching bolt holes. Accurately machined all contact surfaces parallel. Receives two or more conductors of different sizes with equal pressure. Wire sizes 4/1 to 900,000CM.

FLEXIBLE CABLE CLAMP LUGS

Two or four bolts, designed to meet requirements where a single lug adequately applies to several size conductors. Cover range of wire sizes from 1/1/0 to 2,000,000CM solid or stranded.

PRESSURE TYPE CAST CLAMP TERMINAL LUGS

One or two bolt holes. Lugs one piece designed for one wire size to give conductivity and contact surface equal to capacity of wire. All contact surfaces ground, surfaces parallel, wire sockets machined. Wire sizes 1 to 2,000,000CM.

WRITE FOR CATALOG 5LC

KRUEGER & HUDEPOHL
334 VINE ST. • CINCINNATI 2, OHIO

NOW! Thin-Wall Conduit can be bent profitably

Here's the practical, efficient way to bend 1¼, 1½ and 2" electro-metallic tubing. Of special interest to electricians is the fact that this job can now be done with Blackhawk's remarkable all-directional "Porto-Power" hydraulic unit.

NEW... Controlled-Roll bending shoes create kinkless, wrinkle-free bends and matched offsets

There's no crushing. 90° bends are made in just one setting. Remote-operation permits bending on the bench or floor — in the most convenient position for the handling, sighting and measuring of the pipe.

ONLY Porto-Power benders have these big sales points

You offer lightest weight . . . the bending assembly for 1½" conduit weighs only 50 lbs. This means easy handling . . . no wrestling with heavy, clumsy equipment! There's tremendous efficiency . . . and the equipment pays for itself on the first good job.

Get full facts on Blackhawk's Benders for both Rigid and Thin Wall . . . plus information on spectacular *hydraulic* Knock-Out Punches.

BLACKHAWK

BLACKHAWK MFG. CO., Dept. P44120, Milwaukee 1, Wis.

Without obligation, mail Bulletin B-30 giving full facts (for ELECTRICAL WHOLESALERS) on Blackhawk's other line of Electrical Equipment.

Name
Firm
Address
City

your customers are taking so many Paine's

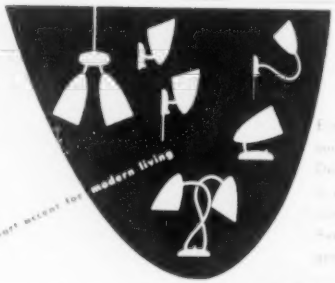
. . . that right now we're having trouble meeting their needs. Paine Perforated Hanger Iron is no exception. You already know how your customers ask for this Paine product in ten foot straight or coiled lengths. You've seen your customers buy Paine Perforated Hanger Iron from the attractive, colorful, counter merchandisers — designed to increase impulse buying. Yes, your customers know that Paine Perforated Hanger Iron . . . solves thousands of fastening, hanging and anchoring problems, quickly, surely and economically . . . they know it's *worth* waiting for. We'd just like to tell you that we're doing our best to supply you, so that you can supply your customers.

THE BEST CRAFTSMEN ALWAYS TAKE PAINE'S

Offices in Principal Cities

THE **PAINE** COMPANY

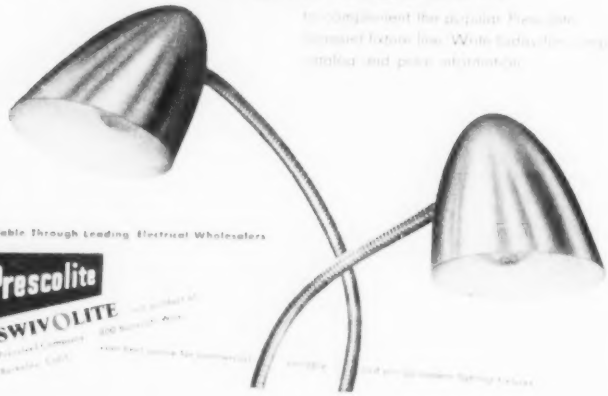
2979 Carroll Ave., Chicago 12, Ill.



For the finest in contemporary lighting see Prescolite's new SwivO-Lite line. Decorative distinction and rigid construction in a wide range of functional designs for commercial portable and permanent installations. Adaptable as decorators finishes — satin green, gray, satin chrome, brass and bronze.

PRESCOLITES new **SWIVOLITE**

To complement the popular Prescolite formed fixture line. With Swivolite — superior comfort and peak illumination.



Available Through Leading Electrical Wholesalers

Prescolite

SWIVOLITE

CHICAGO—Sola Electric Co., of this city, recently announced the appointment of James Miller Associates, 1019 W. Peachtree St., North East, Atlanta, Ga., as its sales representative. The firm will represent Sola in the states of Mississippi, Alabama, Georgia, Tennessee and Florida.

IRVINGTON, N. J.—Irvington Varnish & Insulation Co., of this city, manufacturer of electrical insulations and insulating varnishes, recently appointed L. Y. Henderson, 140 Walker Street, S.W., Atlanta 3, as its southern representative. Mr. Henderson will handle Irvington products in the states of Florida, Alabama, Georgia and most of Tennessee.

ASSOCIATION NEWS

DENVER—At the conclusion of the recent 1950 Fall Convention the new officers of the Rocky Mountain Electrical League were chosen at the league's annual meeting. The newly elected officers were: President—M. C. Heffelman, vice president, Public Service Co. of New Mexico, Santa Fe; vice presidents—J. W. Cryder, president, Colorado Central Power Co., Englewood, Colo.; H. H. Leonart, vice president, Cheyenne Light, Fuel & Power Co., Cheyenne; Arthur Prager, president, Public Service Co. of New Mexico, Albuquerque; Albert W. Tracy, Anaconda Wire & Cable Co., Denver; treasurer—C. S. Sterne, president, Arvada Electric Co., Denver; assistant treasurer—Harry Adler, vice president, Arvada Electric Co., Denver. The new officers will take office December 31, 1950.

The election of new league officers at the annual meeting concluded a highly successful fall convention. A fine crowd of 347 mingled with guests representing 20 different states. The fair sex was well represented at the convention as 136 ladies were in attendance. Between a host of fine speakers and a full program of entertainment the Broadmoor Hotel was a constant scene of activity. Location of the 1951 Fall Convention will be at the La Fonda Hotel, Santa Fe, N. M., September 9-12.

The Denver Club and the Rocky Mountain Electrical League will again jointly sponsor Christmas lighting activities, and in Denver conduct a lighting contest.

CHICAGO—The annual Christmas Party of the Women's Division of the Electrical Association will open with

a reception, 21 on cocktails, Tuesday evening, December 19th, here in the Century Room of the La Salle Hotel. Dinner will follow at seven o'clock in the Grand Ballroom and will be served in the traditional style. Strolling minstrels will not only sing but also direct Christmas music throughout the reception and dinner. After dinner there will be special entertainment climaxed when prizes will be given some of the members and guests.

OMAHA—The Nebraska-Iowa Electrical Council's Fifth Annual Conference recently held here at the Blackstone Hotel proved to be a success. Well over 300 representatives of all branches of the electrical industry were in attendance.

During the past year the council has been very active and rightfully boasts a long list of accomplishments. Highlighting its activities was the council's exposition which attracted 12,000 persons. The council sponsored 142 meetings of industry personnel at which 5,246 people were in attendance. In advertising and promotional work, the council placed a total of 45,816 inches of space in 147 papers. It also sponsored 470 radio spot announcements and 57 television commercials. In some building, the council sectioned 67 homes under the Adequate Wiring program and added over 1,500 outlets. There are many more activities which space limitations do not permit listing here. To say the least, the Nebraska-Iowa Electrical Council deserves hearty congratulations for its good work.

LOS ANGELES—The Electric League of Los Angeles recently sponsored the 1950 Electric Bedding Event with the full support of major appliance distributors and the Los Angeles Department of Water and Power. Geared to promote the sales of electrical bedding during the Christmas gift buying

LONG ISLAND, NEW YORK

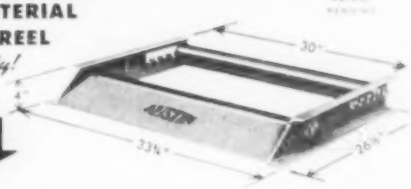
New supply distributor with largest showrooms in Long Island now open for electric supply lines (no appliances) of national reputation. COVERING LONG ISLAND ONLY. Open this vast new territory of 1 million people. Large warehouse facilities; experienced staff; central location. Box

RA 8279 Electrical Wholesaling
330 W. 42nd St., New York 18, N. Y.

Use the AUSTIN *Reel Roller*

TO HANDLE ANY MATERIAL DISPENSED FROM A REEL
quickly, easily and safely!

AUSTIN No. 600 REEL ROLLER



MAXIMUM CAPACITY: 4000 LBS. WEIGHT: 75 LBS. EACH

OUTSTANDING ADVANTAGES:

1. Ramp makes loading fast and easy
2. Five adjustable slots take various reel diameters
3. Thumb screw locks front roller for reel removal
4. Single unit takes reels up to 30" wide
5. Bolt two units together for reels up to 64" wide
6. Higher back roller prevents reel from coming off roller when material is dispensed
7. Reel rolls on grease packed flanged ball bearings
8. Bright orange finish makes reel readily visible — helps to eliminate accidents
9. Use on the job, truck, or in warehouse

The M. B. Austin Company
NORTHBROOK, ILLINOIS

GET THE MOST FROM YOUR WELL!

THROUGH SCIENTIFIC INTERMITTENT PUMPING

with **TORKMASTER**

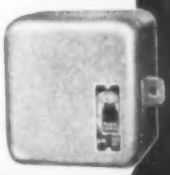
UTILITY TIME SWITCH

With water tables running low everywhere, it is vital to get the most from every well. Precision control of efficient intermittent pumping is another of many important uses — indoors and out — of famous Tork devices for turning electrical circuits on and off. Write for full information and prices of complete line.

No. 948A $10.00 List

America's Biggest Time Switch Value

30 AMP • SINGLE POLE
TELECHRON MOTORED



TORK CLOCK

TORK CLOCK CO., INC. 1 Grove Street Mt. Vernon, N.Y.

season, a full-scale metropolitan newspaper campaign was launched. In all 50 community newspapers were covered. Appliance dealers not only advertised in newspapers, but also pushed electric bedding with their window displays.

PITTSBURGH—For the fourth consecutive year, the Electric League of Western Pennsylvania sponsored the electric building exhibit at the recent County Fair and Industrial Exposition at South Park. Elaborate displays featuring the latest in electrical appliances were seen by the throngs of people who jammed into the exhibit.

Under the co-chairmanship of R. J. Weber and George L. Phillips, both of Westinghouse Electric Corp., the program and events committee of the electric league has already laid the groundwork for an interesting series of events for the coming 1950-51 season. Eight league luncheon meetings have been scheduled, keyed to the interests of all branches of the electrical industry. In response to general membership reaction, the usual all-industry banquet will be replaced with a Christmas party. Closing the spring luncheon schedule, an entertaining program entitled "There's Gold in Them That Hills" has been planned. The committee has also made tentative plans for the league's June picnic. Golf "lobbyists" are mulling for a summer golf party.

Marshall Root, chairman of the league's Adequate Wiring Committee, recently announced that Red Seal certifications have passed the 900 mark. This places the league's wiring program well ahead of the total certifications for last year. The league is shooting for 1,000 certifications in 1950.

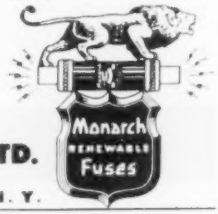
TORONTO—The Electric Service League of Ontario displayed advantages of Red Seal adequate wiring at

Make Way for

DEPENDABLE FUSE PROTECTION

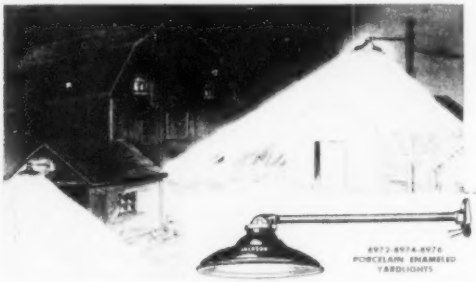
After all . . . a fuse is only as effective as its protective qualities. That is . . . it can't be "under" protective or costly idle production time results from unnecessary blowouts . . . likewise, it mustn't be "over" protective or expensive equipment burn-ups may occur. To end all protection worries, we suggest you specify *Monarch Fuses* . . . they are specifically designed to meet your protective requirements and guard your production with lasting dependability.

If your supplier does not carry Monarch, please write for name of nearest who does.



Monarch FUSE CO., LTD.

116 E. FIRST ST. JAMESTOWN, N. Y.

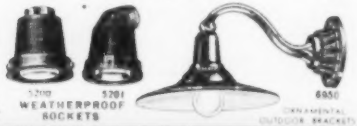


Modern Lighting

for FARMS . . RURAL ELECTRIFICATION . . INDUSTRIAL PLANTS

JACKSON *Quality* PRODUCTS

sold only thru WHOLESALERS • MANUFACTURERS of Lighting Equipment



• The JACKSON line of modern lighting fixtures is a good, reliable line for the Wholesaler.

• Let us send facts and literature on the complete JACKSON line.

JACKSON ELECTRICAL COMPANY

900-910 W. VAN BUREN STREET CHICAGO 7, ILLINOIS

ALLEN

FLUX

FOR

SOLDERING-BRAZING

WELDING

L. B. ALLEN CO., Inc.

6701 BRYN MAWR AVE.

CHICAGO 31, ILL.

the recent Canadian National Exhibition. The league's wiring display was one of the most colorful yet produced. Painted in several colors to harmonize with the Ontario Hydro exhibit, its effectiveness was demonstrated by the large number of people who stopped to make inquiries about wiring old and new homes. Built in four sections to facilitate shipping and handling, the league's wiring display had each section illuminated successfully from above and below by means of an electric timer. Standing 8 feet high, the display required 14½-ft. x 30-in. of floor space when bolted together. The league has made the display available to wholesale or retail outlets and exhibitions or fairs.

After 27 years of service, the original Red Seal was recently replaced by another of new design. The new Red Seal is basically the same in shape except for the amount of printed material on the seal's face. The written material has been cut to a minimum in an effort to have a more attractive seal. The Adequate Wiring movement is on the march in Canada, too.

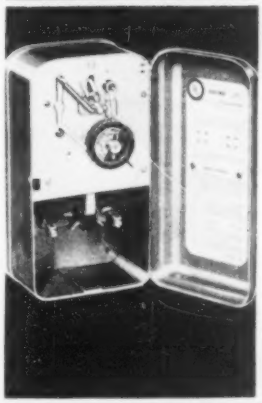
YOUNGSTOWN. The attendance at The Electrical League of Eastern Ohio luncheons this year shows an increase of 20 per cent over 1949. The average attendance for 1950 is 30 plus per luncheon, as comparing with 25 plus in 1949. Members believe that this increase in attendance can be attributed to an improved type of program whereby each member company is requested to furnish the program for one or more meetings each year. Member companies recently presenting luncheon programs were The Ohio Edison Co. and the Hood Electric Co.

League members recently were impressed by a visit to General Electric's "More Power to America" exhibition train. They thought it a great tribute to the electrical industry and the American free enterprise system.

CONDUIT

CONDUIT NIPPLE MFG. CO.
1455 SPRING GARDEN AVE.,
PITTSBURGH 12, PA.

The Heavy-Duty "Badger"... A BETTER-BUILT Switch



● All time switches are *not* alike. In the Reliance "Badger" arcing between contacts is eliminated, and objectionable sound level is reduced to a minimum. Extra heavy gears, a slow-speed synchronous motor, and heavy copper-to-copper, self-adjusting "floating" contacts—all help to make the Reliance "Badger," a better-built switch for long-lasting, accurate control. For complete information, write—

RELIANCE AUTOMATIC LIGHTING CO., 1911 Mead St., Racine, Wisconsin.

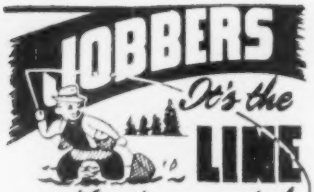
RELIANCE TIME SWITCHES

ADJUSTS WITH A TWIST OF THE WRIST

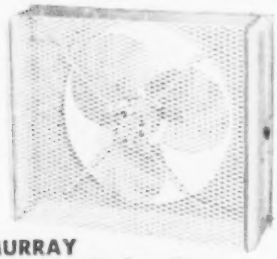
"Friction Set" Fixture Hangers
FOR INSTANT ALIGNMENT

At last you can get a Fixture Hanger that turns to any angle after being screwed to an outlet box. Although base and receptacle remain stationary, hanger arms may be turned to align with any preconceived lighting plan. Exclusive Friction Ring firmly holds fixture in selected position. Hanger screws on to 3¼" or 4" outlet boxes, no other fastening necessary. Furnished complete with receptacle, two 5' chains, hooks and cord clips. Also available with bushed hole only, or with 3 wire solid ground receptacle. All Friction-Set Hangers are approved by the Underwriters' Laboratories.
R100 shown above, List Price $1.10 • Write for Bulletins R25, R26 and R27

SIMPLET ELECTRIC COMPANY
3600 West Potomac Avenue, Chicago 51, Illinois
11 Park Place, New York 7, New York



The picnic's over. Now you have to go out and dig. The only sure way to haul in big orders is to carry the best line. You can count on MURRAY in the fan business. Murray's the line that counts.



MURRAY
20-Inch Window Fan

Most versatile fan made. Especially designed for apartments and smaller homes. Light weight—easily portable—attractive appearance blends with any home interior. Removable guard-screen made to protect tiny fingers—PATENTED, die-formed dynamically balanced blades—economical, quiet, 2-speed operation. Ivory and stainless steel. Also available in 24" belt-driven model.

MURRAY Vertical Attic Fan

Vertical mounted—horizontal discharge. VERY rugged. Carries unconditional 5-year guarantee (except for belt and motor). Sizes 24" with 1/3 hp. motor to 48" and 3/4 hp.

Housing heavy-gauge steel—frame "seamless, die-formed tubing." TORRINGTON, PATENTED, perfectly balanced blades—sealed ball bearings with PERMANENT LUBRICATION. All Murray fans rated by ASHVE AND NAFM. Also available in horizontal mounting, vertical-discharge package units 24"-48".

A few territories open

For full details, prices and literature
Write to H. C. Biglin Company Sales Agents
DEPT. B5

THE
Murray
CO. of TEXAS

SALES AGENTS
H.C.BIGLIN CO. Inc.
177 HARRIS ST.N.W.-ATLANTA, GA.

MORE FACTS ON PRODUCTS

Electrical Supplies—A helpful 8-page folder entitled "Sales-Rated Electrical Supplies" is offered by Mossman Incorporated, 76 Russell St., Providence, R. I. Based on the sales of card sets and electrical devices in 10,000 retail stores, this new, two-color, catalog sales-rates over 250 items. Before the description and photograph of each item appears a numerical designation as to the sales importance.

When writing mention ELECTRICAL WHOLESALING

Fluorescent Sun Lamps—A four-page booklet, ASC-506, titled "Fluorescent Sun Lamps for Animal Husbandry" is available from the Westinghouse Electric Corp., Sterlingtown Trailers Dept., Bloomfield, N. J. Experiments that have been conducted in the poultry industry are discussed, and data is presented that shows the successful results. The use of the fluorescent sun lamp in connection with domestic and fur-bearing animals is also discussed. A cost comparison between the fluorescent sun lamp and previous sun lamps is given, in addition to application data for both poultry and fur-bearing animals. Dimensions, average life, and costs are listed for both the 20-watt and 40-watt units.

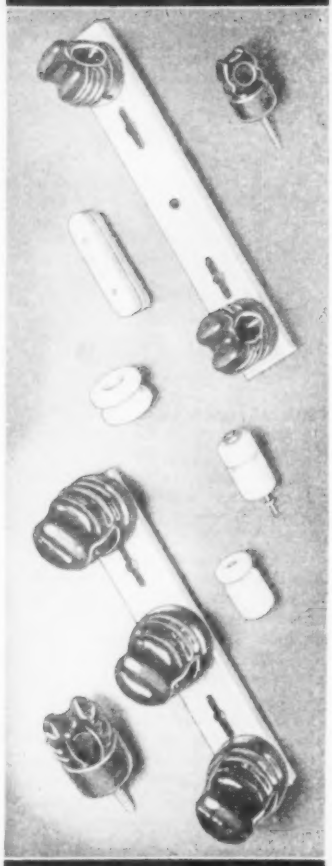
When writing mention ELECTRICAL WHOLESALING

Home Lighting—A new type of recipe book, one which contains "recipes" for lighting rather than cooking, has been issued by the Advertising Division of General Electric's Lamp Department, Nela Park, Cleveland, Ohio. Entitled "See Your Home in a New Light," this booklet contains an artist's conception of "22 recipes for better living in a better-lighted home."

When writing mention ELECTRICAL WHOLESALING

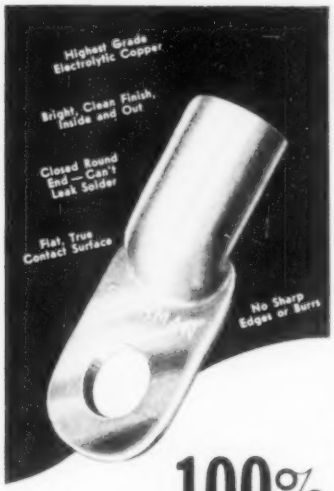
New Lamps—H. A. Framburg & Co., 3030-38 Carroll Avenue, Chicago 24, recently announced a new floor and table lamp catalog, "Lamps by Framburg with the Decorative Touch." The catalog illustrates and describes 36 lamps of the Framburg line. They are segregated into period groupings from which the customer can pick and choose. The brochure is now available

EVERY WIRING JOB
STARTS RIGHT
STAYS RIGHT
WITH



UNIVERSAL PORCELAIN INSULATORS

THE UNIVERSAL
CLAY PRODUCTS CO.
1549 EAST FIRST ST.
SANDUSKY, OHIO



100% Conductivity

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For one thing, all Sherman Soldering Lugs, regardless of whether they are wrought from copper strip or stamped from tubing, are made of pure copper rated at *100% conductivity*.

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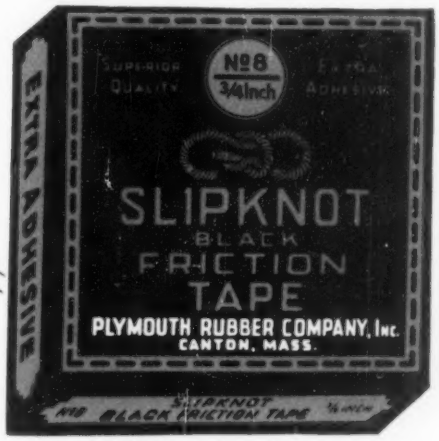

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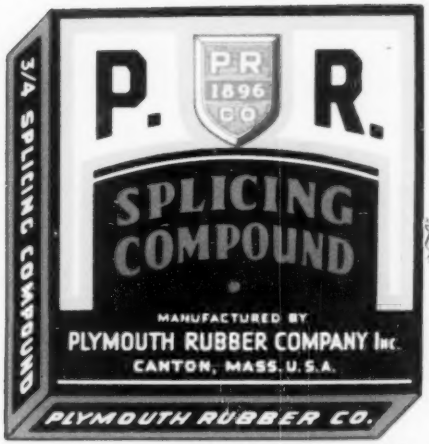

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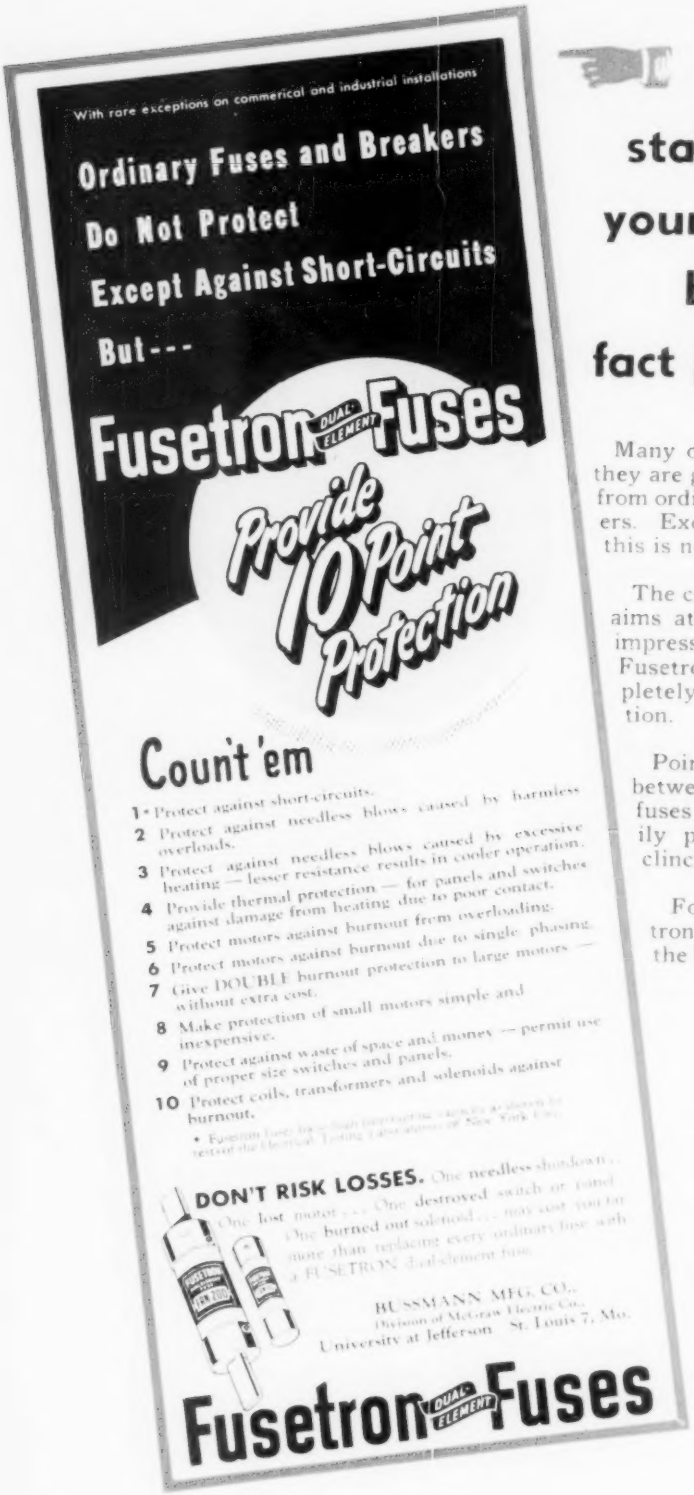

This may startle some of your customers — but it is a fact just the same

Many of today's fuse users believe they are getting maximum protection from ordinary fuses and circuit breakers. Except in rare cases, of course, this is not correct.

The current message to fuse users aims at clearing up this mistaken impression by calling attention to Fusetron fuses and their completely superior 10-point protection.

Pointing out the vast differences between Fusetron and ordinary fuses to fuse prospects could easily prove to be the means of clinching additional fuse orders.

For a briefed up story on Fusetron 10-point protection turn to the bulletin in your sales binder.

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